

OFFICE OF
GENERAL COUNSEL

2018 AUG -7 PM 3:43

August 3, 2018

MUR # 7462

Office of the General Counsel
Federal Election Commission
1050 First Street, N.E.
Washington, DC 20463

Dear OGC:

I am filing a complaint against Bob Rackleff and the Bob Rackleff for Congress Campaign for a shortage of \$16,000 for an agreed upon monthly retainer resulting in an illegal contribution.

In April of 2017, I received an email from Bob Rackleff asking my thoughts on his running for Congress in Florida's Second Congressional District. As a Media Consultant, I have handled his media buying for his Leon County Commissioners' races over 10-15 years.

We came to an agreement in May that stated he would pay me according to the timeline (first of each month) and "as long as the money was raised." The original budget was between \$1.5 million and \$2 million.

For the most part he was late in paying me. He also stated that "he would do his part." However, he did not. He refused to "dial for dollars" or hire a fundraiser. In addition, he refused to call personal friends, such as Chris Matthews, instead telling me to call him.

I spoke with the pollster that I introduced him to and whom he had hired. He had a fundraiser that he thought would fit well with Bob. After several attempts to get him to talk to said fundraiser, he finally did. However, he said he didn't want to pay him upfront. I spoke with the fundraiser and he agreed to wait for payment of the first month's retainer (\$3,500) until he had raised \$7,000 (of the \$200,000 he thought he could raise for him). It should be said that the fundraiser's contract was for three months to see what could be raised.

I used all my chits with Members of Congress, their respective committees and other contacts to make contacts for Bob Rackleff in Washington with his early visits. They all told him the same thing - he needed to raise money and put a campaign structure in place to get their endorsement or involvement. He did neither.

Per the agreement, I was to be paid \$3,000 per month for June, July and August. Those payments were late. On September 1, 2017 he was supposed to start paying me \$5,000 per month, on the first of each month. In mid-September he told me he could only pay me \$3,000 per month, "for the time being, but (I) will make it up to you." He said he was

1502 Farsta Court, Reston, VA 20190

Website: www.themediabuy.com E-mail: jan@themediabuy.com * (C) 443-454-3420

16004466129
"embarrassed." He did agree to pay me the additional \$2,000 for September, as I was given no notice of this decision and I had made commitments based on said agreement.

On several occasions over several months I asked if he could start paying me according to our agreement, he continued to say, "\$3,000, for the foreseeable future."

He continued to treat me as if I was his fundraiser, not the media consultant that I am. In one email, he told me he did not want meetings or introductions, he wanted checks. He also stated that he wanted me to put together a DC fundraiser for him.

I emailed contacts on his list and came up with a team that agreed to put together a fundraiser for him. I designed the invitation and personally sent out about 500 email invitations with the co-hosts contacting their lists. The fundraiser was held on April 26th at the home of a friend of the candidate. A total of about 15 people showed up. I do not know how much money was raised as he took the checks, and some had contributed online.

Following the fundraiser, I did ask him if he could at least pay me an additional \$500 per month to make things easier for me. He said he would consider it.

However, in mid-May I received an email stating that "my services were no longer needed" and that I "should stop all work immediately," which I did. He did state that he would pay me \$3,000 for June to make the transition easier for me.


On July 8th I emailed him a final bill requesting payment of the \$16,000 and that if not paid it was a huge illegal contribution. His response was "don't waste your time. Lack of Performance." Then, and only then, did he say he was unhappy with my work.

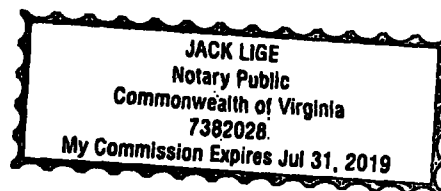
Thus, from September through May I continued to work tirelessly for him not only working up three media budgets as dates kept changing, working with the voter file pulling walk lists, arranging training for the candidate and his wife, introducing him to DC political groups and people who could help raise money, if they liked what they saw, and more. I also kept after him to add to his website such as events, news etc. None of which were done.

If you have any questions or need clarification, do not hesitate to contact me.

I have attached copies of the emails mentioned in this request (and more) and a copy of the agreement.

Sincerely,


Jan Crawford, President
Jan Crawford Communications



Enclosures

Subscribed and Sworn to before me on this 3 day of Aug 2018

City Reston and County Fairfax of Virginia

AGREEMENT

M Gmail

Jan Crawford

Thoughts

4 messages

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff <

Tue, May 23, 2017 at 7:26 AM

Bob – You asked me to think about my role and compensation. I forwarded you how I saw myself being useful to the campaign, besides handling the media buy. I have given the discussion point of compensation much thought.

Here is my thinking.

Since my role will be expanded to include research and being your point person in Washington for contacts, fundraising, etc., I would prefer to have a set fee for the entire campaign, rather than being paid a commission. I believe this is more advantageous for the campaign.

I would like to propose a flat fee of \$74,000 from June 2017 through October 2018 with a bonus if you win.

Payments for June, July and August would be in the amount of \$3,000 each month. Thus, a total of \$9,000.

Beginning in September of 2017 and ending in October 2018, I would be compensated in the amount of \$5,000 each month (total of 13 months) for a total of \$65,000. The grand total of compensation would be \$74,000.

If you are elected to represent Florida's 2nd CD, I would receive a bonus of \$10,000.

This is inclusive of research, representing you in Washington, handling the media buys and other campaign activities.

Let me know your thoughts on this proposal.

Best regards,
Jan

P.S. Did you receive the three polling proposals that I forwarded to you yesterday afternoon. If not, let me know and I will send an email with all attached.

Bob Rackleff >
To: Jan Crawford <jan@themediabuy.com>

Tue, May 23, 2017 at 2:43 PM

Your role and compensation offers are reasonable, and I accept them, depending, of course on our ability to raise the money; I'll certainly do my part.

About our budget, please develop an estimate of what an all-out TV ad campaign would cost through November 6, 2018, with add-on for the primary on August 28. I want that to be our top, indispensable spending priority.

Thanks for all your thoughtful help.

Bob
[Quoted text hidden]

100-6644200-1

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Tue, May 23, 2017 at 3:42 PM

Thanks Bob! I want you to win and I will not spend money to make money. I believe you know that about me. This helps with our budgeting. I know you will do your part, and more.

I have planning rates and will work on an all-out TV budget. I also have cable info. I think it will help in some of the rural counties.

Of course, we will know more specifics after the poll is done.

Bob, you are most welcome! You belong in Congress and it is a privilege to be part of getting you there.

My best to you and Esther.

Jan
[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Wed, May 24, 2017 at 6:38 AM

Bob -- One thing that I neglected to put in my proposal was that the monthly payments would be paid on the first of each month. Does that work for you?

On another note, just let me know when you want to discuss the polling proposals.

Best regards,
Jan
[Quoted text hidden]

1004444001



Jan Crawford <

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Seeking your sage advice

4 messages

Bob Rackleff

Mon, Apr 3, 2017 at 9:11 AM

To: Jan Crawford <jan@themediabuy.com>

Hope you are doing well, that business is good, and that we can get together soon in DC. I'm flexible.

My motive, other than enjoying your company, is to draw on your expertise in North Florida media markets.

I'm thinking about moving back to Tallahassee and running against my dumshit Republican, Congressman Neal Dunn (CD-2), in 2018. I emphasize "thinking," because I am weighing what evidence I can find to help me make a rational decision.

I have no illusions about an easy win, or significant DCCC help. It's a Republican district, but it exasperates me that probably no serious Democrat will run, and that we simply give that seat away. So rather than just stew about this, I started thinking a few days ago, why not me?

I've run five times in Leon County, a large share of the district. I know campaign communications and would run a relentless TV and digital campaign against him. I would link to the national campaign against the anti-people TrumpCare proposals, which would have kicked 63,900 people off coverage in CD-2, which is heavily rural and poor.

Plus, I have enough fuck-you money (and a paid-for house in Tallahassee) so that I don't have to sacrifice much, if at all. I could move in late Spring or so and begin campaigning.

Anyway, I'd love to discuss this with you soon. Feel free to call me at

Best,
Bob

Jan Crawford <jan@themediabuv.com>

Mon, Apr 3, 2017 at 9:44 AM

To: Bob Rackleff

Great to hear from you! Thanks for seeking my "sage" advice.

I am excited that you are thinking about this. I agree, "why not you?" But of course, we need to do our homework before a final decision is made.

Let me do some research and plan to talk on Thursday around 11am, if that works for you.

In either case, see you soon!

As always,

Jan
(Quoted text hidden)

Bob Rackleff

Mon, Apr 3, 2017 at 10:40 AM

To: Jan Crawford <jan@themediabuy.com>

Thursday at 11 works for me. Thanks!

16044469126

Bob

[Quoted text hidden]

Jan Crawford <jan@themeriahiv.com>

Mon, Apr 3, 2017 at 10:41 AM

To: Bob Rackleff

You're welcome!

Talk to you then.

Jan

[Quoted text hidden]

160414001001



— —

Thu, Apr 6, 2017 at 1:03 PM

—

 FL 2nd CD Reg. Voters by County by Party.xlsx
14K



Jan Crawford

Keith Frederick

6 messages

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Fri, Apr 7, 2017 at 7:43 AM

Bob -- I spoke with Keith late yesterday. The numbers in the Panhandle from the Murphy for Senate poll are too small to tell us anything in the 2nd CD. He did say that even though people are registered Dems they will not always vote that way. However, even though they may have voted for change, if it is their issue that is being cut they will say "that is not what I wanted changed." We see this in Trump's numbers on the issues. This is why detailed issue research is key. As you said yesterday, timing is everything and now is the time.

Keith will be back in DC at the end of next week and we are going to talk more.

Meant to tell you that the total number of voters per county and the total registered number vary by 1,989. This is because I eliminated a couple of columns where the party affiliation could not be determined.

Also, Gwen Graham used Dixon/David Media Group in DC for media and Anzalone Liszt Grove Research for polling (from what I can tell from her FEC reports). Anzalone's HQ is in Alabama but they have an office in DC along with others around the country. I haven't spoken to David Dixon in a while and don't know anyone at Anzalone. If you want, I will reach out to David. Just let me know.

More later!

Best regards to you and Esther,

Jan

Jan Crawford Communications
443-454-3420
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Bob Rackleff
To: Jan Crawford <jan@themediabuy.com>

Fri, Apr 7, 2017 at 9:02 AM

Thanks, I've long been aware that many Dems in rural North Florida keep their registration for sentimental reasons but tend to vote Rep unless given a good reason not to. I suspect that many of them are persuadable with the right message that includes how Dunn is unfit to represent them. It would help to get the county-by-county vote last year to help discern patterns.

As for Keith and other consultants, I'm interested in their views and would like to meet them personally — and to see you again!

Thanks,
Bob
[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff <

Fri, Apr 7, 2017 at 9:56 AM

10074766142

Bob — I figured you did. The same thing happens in Baltimore County, MD. I agree.

I will get the county-by- county vote from last year. As soon as I have it, I will forward to you.

Looking forward to seeing you and, yes, we should meet with Keith, etc.

Best regards,

Jan

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Fri, Apr 7, 2017 at 3:24 PM

Bob — I found the country -by -county votes for Dartland vs. Dunn. Need to download tonight and will then send. Interesting that it appears that around 152,000 did not vote. I want to see where they are as well.

Later

Jan

[Quoted text hidden]

Bob Rackleff <
To: Jan Crawford <jan@themediabuy.com>

Fri, Apr 7, 2017 at 3:30 PM

Thanks again!

Deep into my 2016 IRS forms right now. Sigh . . .

Bob

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Fri, Apr 7, 2017 at 3:39 PM

You are welcome!

What fun!

Jan

[Quoted text hidden]

160444661234



Jan Crawford

May Visit

5 messages

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff <b

Tue, Apr 11, 2017 at 11:45 AM

Bob -- Hope all is well and moving forward.

I am planning to drive down to DC on Wednesday, May 10th. I have an appointment on the 11th at 11AM, otherwise my calendar is open. I plan to drive back on the 16th. What is your schedule? I would like to set up a meeting with Keith Frederick for you and I while I am there. Keith will be back in the area at the end of the week and I can see what his availability is. I will also try and set up a meeting with David Dixon who worked on Gwen Graham's campaign and Martin Hamburger who did the 2016 Senate race for Patrick Murphy. Just let me know what works for you and I will work the rest of my visit around it.

I got more numbers and it appears that a little over a quarter of the registered voters did not vote in the 2016 Congressional race. The info I have shows that 342,818 voters voted. There are 465,251 registered voters in the district. I am very interested to see if the African American voters turned out.

I am working on the national fundraising component and want to discuss ideas with Keith, etc. The Atlanta candidate, Jon Ossoff, has raised \$7.7 million of his \$8.3 million raised thru ActBlue. We need to think about this.

If you do decide to run, we should probably meet with Congressman Ben Ray Lujan who is the new Chair of the DCCC, even if it is just a courtesy. If today's Kansas race and Atlanta and Montana even come close or there is one or two upsets, it might work in our favor.

Make sense?

Best regards,
Jan

Bob Rackleff
To: Jan Crawford <jan@themediabuy.com>

Tue, Apr 11, 2017 at 11:57 AM

All you mentioned makes sense. I have nothing planned for the days you'll be here, except for Madame Butterfly on May 11, so I'm available at your convenience. We could have lunch here at the Army Navy Club on May 11 to strategize the next few days.

I'm rapidly running out of reasons not to run, but will keep an open mind for the next few weeks. I've spent the last few days conferring with friends here and in Tallahassee, while also thinking about messaging about Dunn that fits into 30-second TV spots.

I've also studied the CD-2 map, which is brutal. Walt Dartland claims that it's the size of New Jersey.

In the meantime, feel free to call me anytime at :

Best,
Bob

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Tue, Apr 11, 2017 at 12:16 PM

Bob – Good! Madame Butterfly, WOW! That is great.

Glad to hear you are running out of reasons NOT to run! This is the perfect time for you to do it.

How about the 12th at the Army Navy Club? You name the time. I am thinking that we meet with Keith, etc. on Monday, the 15th, which gives us time to think about what we discuss at lunch on Friday.

Weren't you and I suppose to have lunch once before at the Army Navy Club with someone who you knew who lived in Annapolis? Trying to remember his name. Could he be helpful, if I am remembering correctly? I will try and find his name.

It is a brutal district, but remember that Bob Graham walked the state. With you thinking of moving back in June or July, and if we plan this strategically, who knows what could happen!

Let me do some more research on Dunn and I will call you later this week.

Best to you and Esther!

Jan
[Quoted text hidden]

Bob Rackleff <
To: Jan Crawford <jan@themediabuy.com>

Tue, Apr 11, 2017 at 1:00 PM

Let's meet at noon on May 12 at the Club.

The guy from Annapolis you're thinking about may be Al From, my friend from Muskie days. I'm having lunch with him next week and will pick his brain about my potential campaign.

Best,
Bob
[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Tue, Apr 11, 2017 at 1:08 PM

It's on my calendar! Yes, that is his name. Great. If you decide to run, I have other contacts that could help as well – NEA, Jones Day, etc.

Looking forward to seeing you and hearing what Al has to say.

Later!

Jan

[Quoted text hidden]

100747001-115



Jan Crawford

African American Data

3 messages

Jan Crawford <jan@themediabuy.com>

Fri, Apr 14, 2017 at 7:23 AM

To: Bob Rackleff <

Good Morning Bob! Finally received the data I requested. Need to put it in a more readable form. I will do that this weekend and forward to you,

I also received broadcast and cable info that I will review. I have the cable by county.

I hope you and Esther have a wonderful Easter weekend.

Best regards,
Jan

Bob Rackleff

Fri, Apr 14, 2017 at 7:29 AM

To: Jan Crawford <jan@themediabuy.com>

Thanks, I look forward to seeing the data.

FYI, I had a good talk yesterday with Leon's new sheriff, Walt McNeil, who assured me of his support. He's black, a former City of Tallahassee police chief, and I had to foresight to contribute \$500 to his campaign two years ago. He can help introduce me to several sheriffs in the district.

Bob
[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>

Fri, Apr 14, 2017 at 7:46 AM

To: Bob Rackleff

Bob -- That's great about Walt McNeil! That will be very helpful next year. Foresight is always good!

Best regards,
Jan
[Quoted text hidden]

10044400-100



Jan Crawford

African American Voters and More

Jan Crawford <jan@themediabuy.com>

Sun, Apr 16, 2017 at 11:03 AM

To: Bob Rackleff

Bob – Happy Easter to you and Esther!

Attached is a spread sheet, by county, of the number of Registered African American Voters in the District, those that voted and those that did not. Of the 45,973 registered, 17,668 did not vote. This translates into 38.4%. I will be looking at more numbers and comparisons this week.

Also, Keith Frederick can meet with us on Monday, 5/15, at any time and any place. He lives in Arlington. When and where would you like to meet with him?

He is also preparing a proposal for us to review. As soon as I receive it, I will forward to you.

I am more than happy to set up a meeting with David Dixon, as well, for that day. I do have one concern about that. Since you have already spoken with Mike about the campaign and he is "on board," I don't want to give David the wrong impression that he might get the campaign. Also, the race he did for Gwen Graham was in a different district and in a very different political atmosphere. Just let me know if you want me to set something up.

Looking forward to seeing you and more discussion regarding this possible race.

Take care,
Jan

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African American Reg Voters vs. AA 2016 Voters by County.xlsx

13K

1604444091
7-6644-4



Jan Crawford

Dunn

3 messages

Jan Crawford <jan@themediabuy.com>

Wed, Apr 19, 2017 at 2:22 PM

To: Bob Rackleff

Bob -- Have you seen Dunn's recent FEC report? Looked at it briefly, will review more tomorrow. Looks like he has \$67,335.90 cash on hand and a debt of \$340,039.80. Interesting.

Spoke with John Zogby yesterday. He reached out to me. We are meeting while I am in DC as well.

Best,

Jan

Bob Rackleff <
To: Jan Crawford <jan@themediabuy.com>

Wed, Apr 19, 2017 at 2:50 PM

Will do. Thanks.

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Wed, Apr 19, 2017 at 3:42 PM

You're welcome!

Jan

[Quoted text hidden]

10074100-100



Jan Crawford

Meetings and more

4 messages

Jan Crawford
To: Bob Rackleff

Tue, Apr 25, 2017 at 10:53 AM

Bob -- We are on for meeting with John Zogby at 3pm on Friday, May 12th at the Capitol Hilton. We can just walk over from the Army Navy Club.

Also, we are meeting with Keith Frederick on Monday, May 15th, for lunch at 12Noon at the Army Navy Club. He knows that a coat and tie are required.

Would you like to meet with Mark Mellman and/or Fred Yang (Peter Hart partner)? If so, just let me know. Mark's office is in Georgetown and Fred's is at 1724 Connecticut Avenue.

When you met with the DCCC person, did they say if you could have access to their fundraising list? If so, did they say how much it would cost (I imagine there is a fee)? If not, I can follow up to see what we could have access to and the costs.

Last, but not least, you were correct. Neal Dunn loaned the campaign \$296,850 and has debts and obligations of \$43,189.80. That totals the \$340,039.80 shown on the latest FEC Quarterly report.

Best regards,
Jan

Bob Rackleff
To: Jan Crawford <

Tue, Apr 25, 2017 at 12:17 PM

Yes, I would like to meet with Mellman and/or Yang. About the DCCC, I met with James Stretch (SE regional political director) but did not discuss lists.

I'm especially interested in contacting some of the outside groups that have helped Dems like the GA guy Jon Ossoff raise money online.

Bob
[Quoted text hidden]

Jan Crawford
To: Bob Rackleff <

Tue, Apr 25, 2017 at 4:40 PM

Bob -- I will contact both and see what we can arrange. Thanks for the contact name for the DCCC. I will find out everything that I can.

I will look at Ossoff's FEC filings and make a list of the outside groups that helped him in the primary and looking forward.

Best to you and Esther!

Jan

[Quoted text hidden]

Jan Crawford <j
To: Bob Rackleff

Tue, Apr 25, 2017 at 5:18 PM

Bob — Does 10-10:30am work for you to meet with Mark Mellman? If so, I will see if we can meet with Fred after our meeting with Keith. Fred was just on MSNBC so he hasn't seen the request yet.

Best,
Jan

[Quoted text hidden]

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Jan Crawford

Fred & Ossoff

5 messages

Jan Crawford <jan@themediabuy.com>

Wed, Apr 26, 2017 at 12:46 PM

To: Bob Rackleff <

Bob – Still waiting to hear from Fred Yang. Mark can meet with us on Monday at 10 or 10:30am, whichever works best for you. It would be great to meet with Fred after our lunch with Keith – around 2:30 or 3pm.

Looked at Ossoff's FEC filings and printed most off. However, one is over 17,000 pages. I then remembered that I got a slew of emails asking for money for him. I am in the process of going through those to make a list of the outside organizations that raised money for him.

Best,
Jan

Bob Rackleff

Wed, Apr 26, 2017 at 12:57 PM

To: Jan Crawford <jan@themediabuy.com>

10 am Monday would be best for me, although 10:30 is OK.

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>

Wed, Apr 26, 2017 at 1:07 PM

To: Bob Rackleff

10 it is! I will let Mark know.

Best,

Jan

[Quoted text hidden]

Bob Rackleff

Wed, Apr 26, 2017 at 2:30 PM

To: Jan Crawford <jan@themediabuy.com>

It's on my calendar.

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>

Wed, Apr 26, 2017 at 2:32 PM

To: Bob Rackleff

Mine too!

Jan

[Quoted text hidden]

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Jan Crawford

Meetings & More

3 messages

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Mon, May 1, 2017 at 6:59 AM

Bob – Good Morning!

Just so we are on the same page the following is the schedule I have so far:

May 12th – 12Noon – Lunch at Army Navy Club
3PM – We meet with John Zogby at the Capitol Hilton

May 15th – 10AM – Meeting with Mark Mellman at his office in Georgetown
12Noon – Lunch with Keith Frederick at Army Navy Club

I am still trying to set up a meeting with Fred Yang for Monday afternoon.

Tomorrow I will be sending you a list of some of the outside organizations that have supported Jon Ossoff thru ActBlue.

I am also going through Dunn's media buys through the FCC website. Will let you know what I find out.

More later!

Jan

Bob Rackleff
To: Jan Crawford <jan@themediabuy.com>

Mon, May 1, 2017 at 8:02 AM

Looks great! See you next week.

Best,
Bob

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Mon, May 1, 2017 at 11:30 AM

Bob – Great! Will let you know if I'm able to set up a meeting with Fred.

Also, if you haven't already seen the piece in today's WP, "Why Did Trump Win..." you should take a look at it. I will print out when I get home. Very interesting!

See you next week!

Jan

[Quoted text hidden]

16044661424



Jan Crawford

Outside Groups for Ossoff

3 messages

Jan Crawford <jan@themediabuy.com>

Tue, May 2, 2017 at 1:40 PM

To: Bob Rackleff

Bob – Spoke with Sarah in Fred Yang's office this morning and I am waiting to hear back from her about an afternoon meeting on the 15th.

Here is a list of those supporting Ossoff that I either received emails from or who were listed on FEC reports.

1) Received emails and went through ActBlue:

House Majority PAC
Council for a Livable World
Democratic Legislative Campaign Committee
Emily's List
Congressman Patrick Murphy (FL)
Progressive Turnout Project
Progressive Change Campaign Committee

2) On FEC reports:

Latino Victory Fund
League of Conservation Voters
CHC Bold PAC
Friends of The Earth Action PAC
Puget PAC
Cummings for Congress Campaign Committee
Int'l. Association of Bridge, Structural, Ornamental and Reinforcing Iron Workers
National Association of Letter Carriers
American Federation of Gov't. Employees PAC
American Federation of Teachers, AFL-CIO
Individuals Dedicated to Ethics and Science PAC
American Association for Justice PAC
SEIU C.O.P.E
Amalgamated Bank PAC
United Transportation Union PAC
Intel PAC
UAW - V- CAP
Bridge PAC
Capuano for Congress Committee (MA)
Human Rights Campaign
Planned Parenthood Action Fund Inc. PAC
Article 1 PAC
D.R.I.V.E - Democrat, Republican, Independent PAC (Teamsters)
Jobs, Opportunities and Education PAC

Bob, some other interesting names on the list include Jane Fonda (has a foundation in Atlanta), Rosie O'Donnell, Kyra Sedgwick, Edward Snowden (not that one but a Theatrical Producer) and Ellen Tauscher.

10044466143

Have you met Steny Hoyer? He has his annual fundraiser coming up in June. If you are still in DC it might be worthwhile going. I will forward you the email I received.

Also, if we can show, through polling, that you are viable, we might be able to get money from Steny. He raised a lot of money for Frank Kratochvil who ran in the 1st CD in Maryland in 2008 and was elected. The district is considered Republican. Frank lost in 2010 because of Obama's health care and the ads associated with it and the then-Republican candidate, Andy Harris. AH represents that district but I think it is becoming disillusioned with AH.

Also on the lists are law firms. I might be able to get a friend from Jones Day on board to raise money. Lots to talk about.

More later!

Jan

Bob Rackleff
To: Jan Crawford <jan@themediabuy.com>

Tue, May 2, 2017 at 1:47 PM

Thanks for this info. Also, I met Steny Hoyer when he was in Tallahassee while I was county commissioner. I don't know him well, but Allen Boyd does, so he could probably help connect us, if we need to.

Best,
Bob

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff <

Tue, May 2, 2017 at 4:08 PM

Bob – You are very welcome! Steny may not remember my name but he knows me when he sees me. Great that Allen knows him. Also, Terry Liernan, who was his Chief of Staff, is a friend and we can also go through him.

Best,
Jan

[Quoted text hidden]

16044466174



Jan Crawford <j>

Thank You!

6 messages

Jan Crawford <jan@themediabuy.com>
To: Charlie Kelly <ckelly@thehousemajoritypac.com>

Wed, Oct 18, 2017 at 2:46 PM

Charlie – Thank you for meeting with Bob and I on Monday. It was a pleasure meeting you and getting your insight into the election.

We thoroughly understand the uphill battle but we are encouraged by the response we received. We know we have a lot of work to do and will keep you updated as we move forward.

I look forward to working with you and bringing to Congress a new Congressman from Florida.

If you see or hear of anything that might be helpful to our race, I would appreciate your passing it along. Also, if any questions arise, do not hesitate to contact either one of us as we move forward on this endeavor.

Best regards,

Jan

Jan Crawford Communications
443-454-3420
www.themediabuy.com

Jan Crawford <jan@themediabuy.com>
To: Julie@stenyhover.com

Wed, Oct 18, 2017 at 2:49 PM

Julie – Thank you for meeting with Bob and I on Monday. It was a pleasure meeting you and getting your insight into the election. You also gave us a deadline to work towards, Labor Day 2018.

We thoroughly understand the uphill battle, but we are encouraged by the response we received. We know we have a lot of work to do and will keep you updated as we move forward.

I look forward to working with you and bringing to Congress a new Congressman from Florida's 2nd CD.

If you see or hear of anything that might be helpful to our race, I would appreciate your passing it along. Also, if any questions arise, do not hesitate to contact either one of us as we move forward on this endeavor.

Best regards,

Jan

Jan Crawford Communications
443-454-3420
www.themediabuy.com

Jan Crawford <jan@themediabuy.com>
To: mpiehl@ncec.org, sbrown@ncec.org

Wed, Oct 18, 2017 at 2:54 PM

Michael & Shawn -- Thank you for meeting with Bob and I yesterday. It was a pleasure meeting you and getting your insight into the election.

The data you shared with us was very informative. We look forward to receiving it when you are able to do so.

We thoroughly understand the uphill battle, but we are encouraged by the response we received. We know we have a lot of work to do and will keep you updated as we move forward.

I look forward to working with you and bringing to Congress a new Congressman from Florida's 2nd CD.

If you see or hear of anything that might be helpful to our race, I would appreciate your passing it along. Also, if any questions arise, do not hesitate to contact either one of us as we move forward on this endeavor.

Best regards,

Jan

Jan Crawford Communications
443-454-3420
www.themediabuy.com

P.S. On a personal note, when you want to discuss the program that Russ started in 1974, just say the word. It could make a real difference in 2018 and forward.

Jan Crawford <jan@themediabuy.com>
To: awheat@polsinelli.com

Wed, Oct 18, 2017 at 3:01 PM

Alan -- Thank you for meeting with Bob and I yesterday. It was a pleasure meeting you.

We thoroughly understand the uphill battle, but we are encouraged by the response we received. We know we have a lot of work to do and will keep you updated as we move forward.

If you see or hear of anything that might be helpful to our race, I would appreciate your passing it along. Also, if any questions arise, do not hesitate to contact either one of us as we move forward on this endeavor.

Best regards,

Jan

Jan Crawford Communications
443-454-3420
www.themediabuy.com

Jan Crawford <jan@themediabuy.com>
To: Jim Davidson <jdavidson@polsinelli.com>

Wed, Oct 18, 2017 at 3:11 PM

Jim — It was a pleasure meeting you yesterday. Thank you for hosting the Meet and Greet even if it was you, Alan, Bob and I. Gave for more discussion time. As you said, it takes a number of "asks."

We thoroughly understand the uphill battle but we are encouraged by the response we received. We know we have a lot of work to do and will keep you updated as we move forward to elect Bob as the next Congressman from the 2nd District in Florida.

If you see or hear of anything that might be helpful to our race, I would appreciate your passing it along. Also, if any questions arise, do not hesitate to contact either one of us as we move forward on this endeavor.

Best regards,

Jan

Jan Crawford Communications
443-454-3420
www.themediabuy.com

Alan Wheat <AWheat@polsinelli.com>
To: Jan Crawford <jan@themediabuy.com>

Thu, Oct 19, 2017 at 11:43 AM

Jan,

It was great meeting you both also, especially nice when "professionals" are putting together a race instead of newcomers to the business. Please keep me on your list and I will help out.

Best, Alan

Alan Wheat
Chair, Public Policy

awheat@polsinelli.com
202.626.8385 (o)
(c)

1401 Eye Street, NW
Suite 800
Washington, D.C. 20005
polsinelli.com



Polsinelli PC, Polsinelli LLP in California

From: on behalf of Jan Crawford <jan@themediabuy.com>
Date: Wednesday, October 18, 2017 at 3:01 PM
To: alan wheat <awheat@polsinelli.com>

Cc: Bob Rackleff
Subject: Thank You!

[Quoted text hidden]

This electronic mail message contains CONFIDENTIAL information which is (a) ATTORNEY - CLIENT PRIVILEGED COMMUNICATION, WORK PRODUCT, PROPRIETARY IN NATURE, OR OTHERWISE PROTECTED BY LAW FROM DISCLOSURE, and (b) intended only for the use of the Addressee(s) named herein. If you are not an Addressee, or the person responsible for delivering this to an Addressee, you are hereby notified that reading, copying, or distributing this message is prohibited. If you have received this electronic mail message in error, please reply to the sender and take the steps necessary to delete the message completely from your computer system.

16044430148



Jan Crawford

Rackleff proposal

3 messages

la@laharrisfundraising.com <la@laharrisfundraising.com>
To: jan@themediabuy.com

Tue, Oct 24, 2017 at 9:15 PM

Thanks Jan! Let me know if you have any more questions and Bill Ewing and I will make ourselves available for a talk with the candidate this week.

LA Harris
CEO
LA Harris and Associates, LLC

 **Bob Rackleff for Congress.doc**
32K

Jan Crawford <jan@themediabuy.com>
To: la@laharrisfundraising.com

Wed, Oct 25, 2017 at 7:13 AM

Thanks L.A.!

Will do.

Best regards,
Jan

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Wed, Oct 25, 2017 at 9:21 AM

Bob – Here is L.A.'s fundraising proposal. You should know that he has told Keith that even though this is a long shot they want to try and raise at least \$200,000 for you and see what happens.

We need a fundraiser for the campaign. They want to talk to you before a contract is signed, which is the right thing to do. It should be done this week. Let me know what works for you and I will arrange it.

More later.

Jan

[Quoted text hidden]

 **Bob Rackleff for Congress.doc**
32K

1604446149



Jan Crawford

Payment

1 message

Jan Crawford <jan@themediabuy.com>

Thu, Oct 26, 2017 at 10:26 AM

To: Bob Rackleff <

Bob -- Just following up on our discussion last week and your agreeing to pay me the additional \$2,000 for September.

Just wondering when to expect it as it will go along way in getting my things out of storage before winter?

Also, just a reminder that the monthly payments are due in my account by the 4th of each month. You stated that you intend to send the monies via wire transfer. Just let me know if you need my bank info again.

Anxiously awaiting your thoughts on L.A.'s proposal. I am waiting to hear back from another fundraiser. This is a crucial addition to move us forward.

Best regards,

Jan

160674742000



Jan Crawford

Can We Talk

4 messages

Jan Crawford <jan@themediabuy.com>
To: la@laharrisfundraising.com

Mon, Oct 30, 2017 at 10:05 AM

L.A. -- First of all, I want to apologize for not getting back to you last week. Bob was traveling the district and then at a Dem meeting over the weekend.

Do you have time to talk either later this afternoon or tomorrow regarding your proposal to the Bob Rackleff campaign?

Look forward to it!

Jan

Jan Crawford Communications
443-454-3420
www.themediabuy.com

la@laharrisfundraising.com <la@laharrisfundraising.com>
To: Jan Crawford <jan@themediabuy.com>

Mon, Oct 30, 2017 at 9:51 PM

Jan, here you go. Let me know if you have any questions. Bill Ewing or I should chat with the candidate beforehand.

LA Harris
CEO
LA Harris and Associates, LLC
[Quoted text hidden]

 Rackleff Contract.doc
39K

Jan Crawford <jan@themediabuy.com>
To: la@laharrisfundraising.com

Tue, Oct 31, 2017 at 6:11 AM

Thanks L.A.! Will do.

Jan
[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Tue, Oct 31, 2017 at 8:32 AM

169115166444001

Bob — Here is L.A.'s contract. He has raised the amount he will raise for you to \$7,000 before you pay him his \$3,500. This is a very fair contract and you should sign it right away. You need a fundraiser and, as I said before, I trust Keith and have liked talking to L.A.

You should talk to him. His phone number is :

Please copy me when you have signed the contract so I can add it to your campaign file.

Moving forward!

Jan

[Quoted text hidden]



Rackleff Contract.doc

39K

1004410011001

FUNDRAISING/MANAGEMENT AGREEMENT

THIS AGREEMENT (the "Agreement") is entered into as of this 1st day of November, 2017, by and between LA HARRIS & ASSOCS., LLC ("Consultant") and Bob Rackleff (the "Candidate"); and Bob Rackleff for Congress, (the "Campaign").

WHEREAS, the Campaign has been organized in order to assist the Candidate in his/her bid for Florida CFO.

WHEREAS, the Candidate and the Campaign wish to contract with Consultant for the services herein specified in order to assist the Campaign and the Candidate in his aforesaid bid/race.

NOW, THEREFORE, in consideration of the foregoing and mutual covenants and undertakings hereinafter set forth, the parties hereby agree as follows:

1. Engagement and Acceptance. The Campaign and the Candidate hereby engage Consultant to provide strategic fundraising services and advice to the Campaign and Candidate, during the term hereof, and Consultant hereby accepts such engagement. Consultant shall undertake travel when necessary for the performance of his responsibilities hereunder.
2. Relationship of the Parties. Consultant shall be acting and performing as an independent contractor, relying on his expertise, knowledge, judgment and techniques in the performance of his responsibilities hereunder. Neither party shall be considered to be the agent of the other.
3. Compensation.
 - (a) The Campaign and the Candidate shall pay for Consultant's services a consulting fee of \$3,500 payable upon execution of this Agreement. This initial fee must be paid immediately upon the campaign receiving \$7,000 in bank deposits from the start date of this agreement.
 - (b) Thereafter, the Campaign and the Candidate shall pay to the Consultant a consulting fee of \$3,500 due in Consultant's office, each month, on the same day as the effective date of this agreement.
 - (c) At such time as the Candidate wins their Primary Election, the Campaign and the Candidate shall pay the Consultant a bonus of \$5,000 within fifteen (15) days after the election. At such time as the Candidate wins their General Election, the Campaign and the Candidate shall pay the Consultant a bonus of \$10,000 within fifteen (15) days after the election.
 - (d) A three percent (3%), per month, late charge shall be assessed on any fees or outstanding invoice that arrive in Consultant's office ten (10) days or more beyond their due date unless a revised payment schedule has been mutually agreed upon.

- (e) In addition to Consultant's compensation hereunder, the Campaign and the Candidate shall reimburse Consultant on a bi-weekly basis for all reasonable expenses incurred by Consultant in the performance of its responsibilities for the Campaign or Candidate promptly upon Consultant's request and delivery to the Campaign or Candidate of receipts for expenses incurred by Consultant on behalf of the Campaign or Candidate.

4. Beginning Date. The Campaign and the Candidate understand and agree that Consultant shall begin to provide services to the Campaign and Candidate only after an executed copy of the Agreement and the initial fee identified in Section 3(a) have been received by the Consultant.

5. Duration of Agreement. This agreement shall not be terminated for ninety (90) days. Thereafter, either party may terminate the agreement upon thirty (30) days' written notice to the other party (*this means the contract is in effect for a minimum of one hundred twenty days*).

6. Governing Law. This Agreement shall be governed by, and interpreted under, the laws of the Commonwealth of Kentucky. The Campaign and the Candidate shall be subject to and hereby waive any objection to the jurisdiction of the courts of Kentucky.

7. Venue. Should any dispute arise as between the parties that cannot be otherwise resolved, any legal action shall be initiated in Kentucky. The parties expressly waive their right herein to initiate legal action in any other venue.

8. Entire Agreement. This Agreement contains the entire agreement of the parties with respect to the subject matter hereof. The Agreement may not be changed orally, but only by an amendment in writing signed by the parties. All prior agreements, promises, arrangements, representations or understandings concerning Consultant's agreement to provide services to the Campaign and the Candidate are canceled and superseded by this Agreement.

9. Waiver. Any waiver of any term, condition or breach of this Agreement by any party will not waive any other waiver of any term, condition or breach.

10. Severability. If any term or provision of this Agreement is held by a court of competent jurisdiction to be invalid, the remaining terms and provisions of the Agreement shall remain binding and enforceable.

11. Notices. Any notice or other communication required or permitted hereunder shall be in writing and sent by certified, registered or express mail, return receipt requested, postage prepaid as follows:

(a) If to Consultant:

L. A. Harris
LA HARRIS & ASSOCS LLC
100 BLEU BROOK DRIVE
HARRODSBURG, KY 40330

(b) If to Campaign: _____

Address _____

Phone/Fax _____

or such other address or addresses as the parties may from time to time specify by notice in writing.

12. Authority. The undersigned representatives of the parties warrant and represent that they have the full right, power and authority to execute this Agreement on behalf of the party for which they undertake to execute this agreement.

13. Joint and Several Liability. The Campaign and the Candidate shall be jointly and severally liable for all payments and other responsibilities to Consultant recited and/or required herein.

14. Costs and Attorney's Fees. In the event that this agreement is delivered to an attorney for collection, the Campaign and the Candidate promise and agree to reimburse Consultant for all costs of collection, including a reasonable attorney's fee.

15. Acknowledgment. The parties acknowledge that they have read the Agreement, understand its contents and have had the opportunity to consult an attorney with respect to it.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date set forth above, but actually on the dates set forth hereafter. |

CAMPAIGN

By: _____

Title: _____

Date: _____

CONSULTANT

By: _____

Title: _____

Date: _____

CANDIDATE:

Date: _____



Jan Crawford

Fwd: Bold Blue Campaigns

2 messages

Bob Rackleff
To: Jan Crawford <jan@themediabuy.com>

Mon, Oct 30, 2017 at 2:36 PM

Jan, did you check out this outfit? I got a call today from Alan and said I'd get back to him soon.

Begin forwarded message:

From: Alan Hyman <ahyman@boldbluecampaigns.com>
Subject: Re: Bold Blue Campaigns
Date: October 25, 2017 at 11:46:10 AM EDT
To: Bob Rackleff
Cc: Michael McGraw <mmcgraw@boldbluecampaigns.com>, Steen Kirby <skirby@boldbluecampaigns.com>

Hi Bob,

I just wanted to follow up with you. I know we sent you a lot of material, so feel free to let me know if you have any questions about anything we sent you.

Best,

Alan

On Fri, Oct 20, 2017 at 6:11 PM, Alan Hyman <ahyman@boldbluecampaigns.com> wrote:
Hi Bob,

Great speaking with you the other day. Detailed below is an overview of the scope of services we can provide to the campaign. Bold Blue Campaigns believes in running strong Democratic campaigns across the country in races where we can work closely with the candidate and staff to provide insight and resource support, as well as detailed and proven campaign programs. In the 2018 cycle, we are working several congressional campaigns, state legislative and municipal candidates, and statewide elections.

- **Fundraising support:** Programs cover organizing and managing fundraisers, running an effective Call Time effort, online donor programs, PAC and outside endorsements, and developing and operating a finance plan, based on the campaign's budget. Bold Blue also has a Targeted Donor Team that works directly with the donor community to tailor presentations and involvement to meet expectations that result in max donations
- **Communications support:** Receive comprehensive messaging and communications support and planning. Media contact development and mgmt, press releases and statements that are followed and get quoted, direct messaging support, and translating policy and platform positions into clear voter communications. We go further with support in developing lit materials, website content, speech writing, talking points and surrogate guides
- **Digital Support:** Social media support, including assistance with advertising. Utilizing petitions and online news venues gathering emails from these activities. Effective list building, and email programs.

- **Field Support:** Field programs can make or break campaigns and we will provide detailed and real-time voter data analysis and target down to walk lists with profiles. Field plans include items such as info on the socioeconomic status of the area, targeted voters and their demographic, number of doors that need to be knocked, number of targeted canvass passes and phone calls to each individual, field office location suggestions, and a calendar/schedule related to the goals above, as well scaling the operation.
- **Phones services:** Review your options for paid phones, robocalls, automated surveys and polling, and event promotion.

We appreciate you taking the time to review, please let us know if you want any more detail or have questions regarding any of these aspects of our programs. We are ready to discuss whatever your campaign needs may be.

Thanks,

Alan

Alan Hyman
Director of Finance, Bold Blue Campaigns
Cell: :

Alan Hyman
Director of Finance, Bold Blue Campaigns
Cell: :

Jan Crawford <jan@themediabuv.com>
To: Bob Rackleff

Mon, Oct 30, 2017 at 4:25 PM

Bob -- I have asked consultants who I have know for a long time and who are active in the business. They have never heard of them. Also, when you go to their website, you can't find out who is involved. That is not a good sign. How much did they say they would charge?

Also, I spoke with L.A. and he is forwarding me a contract tonight that states, that "upon raising \$5,000 for you, that you will owe them \$3,500." He usually does ask for the money on the first of each month, but has done this a few times. Remember he told Keith that he wants to try and raise at least \$200,000 for you. You need a fundraiser and I trust Keith in his recommendation and I have liked L.A. when I have spoken with him on the phone.

Send me those 40 business cards, etc so I can add them to the email list. We need to expand. I know you have others so please forward those as well.

Best to you and Esther!

Jan
[Quoted text hidden]

16044466137



Jan Crawford

(no subject)

3 messages

@pm.sprint.com

Wed, Nov 1, 2017 at 5:47 PM

To: jan@themediabuy.com

Sent from my mobile.

Bill Ewing.vcf

 Bill Ewing.vcf
1K

Jan Crawford <jan@themediabuy.com>

Thu, Nov 2, 2017 at 9:00 AM

To: Bob Rackleff

Bob – I know you have not yet spoken with L.A. He thought you may want to talk to Bill Ewing as he is the one who would be setting everything up. I am forwarding you Bill's vcf.

Later today I will send you a test walk list. Prior to that I will send you an email with specific instructions on how to access the list on your phone.

However, I believe that hiring a fundraiser is your top priority. Also, don't forget to forward me all the names and emails you have been collecting to I can add them to the email list.

Best,

Jan

[Quoted text hidden]

 Bill Ewing.vcf
1K

Jan Crawford <jan@themediabuy.com>

Thu, Nov 2, 2017 at 9:02 AM

To: Keith Frederick <keith@frederickpolls.com>

Keith – Just sent this to Bob. Perhaps, if you have a moment, you can contact him and tell him how important a fundraiser is at this time. I keep harping on it so I think another voice would be good.

I think you are going out of town.

Safe travels!

Jan

[Quoted text hidden]

 Bill Ewing.vcf
1K



Jan Crawford

Thanksgiving

Jan Crawford <jan@themediabuy.com>

Sun, Nov 19, 2017 at 1:05 PM

To: Bob Rackleff <

Bob – I have an idea, but it depends on your plans for Thanksgiving.

Rather than send an email blast about what the tax plan would do to Florida's 2nd CD (I have tried to research but can't find a lot of specifics), why not ask supporters to join you and Esther in helping feed the homeless at their local shelter or whatever.

We can state where you and Esther will be and at what time.

The more I think of sending out an email blast this week, this is the only one that makes sense.

If you like the idea I can draft something for you to review and add-to.

Let me know what you think.

Best,
Jan

100-000000-100



Jan Crawford

Posts on LinkedIn

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Wed, Nov 29, 2017 at 12:24 PM

Bob – Just saw your post on LinkedIn. This is what we should be sending out on Constant Contact to our over 500 email addresses.

Looking forward to seeing you tomorrow!

Best,

Jan

100-444444-100

>



Jan Crawford

Help Me End the Year With a Bang!

3 messages

Bob Rackleff for North Florida <jan@themediabuy.com>

Sun, Dec 31, 2017 at 1:52 PM

Reply-To: jan@themediabuy.com

To: jan@themediabuy.com

Bob – I would like to send this out this afternoon. Please let me know ASAP if it is a go. Happy New Year to you and Esther! Jan



Bob Rackleff for North Florida's 2nd CD

www.bobrackleffforcongress.com

Help me take back the U.S. House!!

Dear Friends,

2017 was an unprecedented and tumultuous political year. A year that brought us the Russian investigation that will continue into 2018; countless falsehoods from the President and the Neal Dunn/Paul Ryan tax bill that will hurt the middle-class for years to come, just to name a few.

We can ill afford another year like this one. We are only hours away from tonight's deadline. Help me go out with a bang! Send a message to Neal Dunn that this is his last year in office!

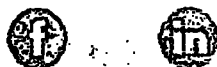
If you agree with me that we need new representation in the

16044436161

2nd District, check out www.bobrackleffforcongress.com, hit the Take Action button – or click on this link <https://secure.actblue.com/donate/bobrackleffforcongress> – and give generously!

Thank you!
Bob

Connect With Us!



Bob Rackleff for Congress | 502 Hillcrest Street, Tallahassee, FL 32308

Unsubscribe (recipient's email)

Update Profile | About our service provider

Sent by jan@themediabuy.com in collaboration with

Constant Contact

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Bob Rackleff
To: Jan Crawford <jan@themediabuy.com>

Sun, Dec 31, 2017 at 1:54 PM

Yes - go ahead.
[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Sun, Dec 31, 2017 at 2:14 PM

It's out!

Jan
[Quoted text hidden]

19044466162



Jan Crawford

January Paymet

3 messages

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Tue, Jan 2, 2018 at 9:08 AM

Bob -- Would you be able to pay me the \$5,000 this week? It would help me greatly.

Talk to you and Esther this afternoon at 2pm for the Aristotle online training.

Jan

Bob Rackleff
To: Jan Crawford <jan@themediabuy.com>

Tue, Jan 2, 2018 at 1:47 PM

Jan, I've sent \$3,000 and will pay you that amount for the foreseeable future. In the meantime, I've hired a local person to step up my social media campaign, so you won't have to do that. She's gearing up to promote my fundraiser/rally on Jan. 21, expand dissemination of the content of my posts, expand my email lists (we're going to switch to NationBuilder), add video content to my posts, and generally get more serious. She's also working to upgrade my website.

I want you to concentrate on these things:

- Liaise with NCEC on targeting key neighborhoods for me to walk. I want to start next week, but have no data and no walk lists
- Get my Aristotle up and running, so that I can download to my laptop and iPhone to walk targeted neighborhoods in all counties.
- Raise money with your DC contacts and look for more opportunities for endorsements like NCEC.
- Plan at least one wave of TV ads soon in the TLH and PC markets.

We talk at your convenience after the online tutorial with Aristotle.

Bob

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Tue, Jan 2, 2018 at 5:19 PM

Ok. I will figure something out.

Tomorrow I will email you a recommendation on Facebook, YouTube, etc. advertising. I have been talking to a company who does it all for a very fair price. Don't know if it will fit in to what the new person you have retained is doing.

Aristotle has been up and running since the summer. I have pulled the entire voter file and will send Esther Taylor County so she can see what is on it.

Have the copies of the petitions been sent to me? Those can be matched against the voter file (verification) and, if there is additional info, I can add such to the file.

1606440040061

I just resent you the email I sent in June and copied Esther. You decided not to contract for emails at that time as it would have added an additional \$5,000. We contracted so we could upload emails and additional info but I need the petitions to do that.

Do we have an announcement date yet? When do you envision the TV buy -- January or February? I ask as there are specials Super Bowl, Winter Olympics, etc. in those months. I will get updated rates for 2018 1st Quarter and send you a budget.

FYI -- the latest Constant Contact email has a better Click rate than we have had in awhile.

Jan

[Quoted text hidden]

1004400-104



Jan Crawford <

>

Marketing360 Requested Informaiton

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Wed, Jan 3, 2018 at 1:36 PM

Bob -- I have been speaking with this company since before the holidays. As I said yesterday, I don't know if they would fit in with what the new person you have brought on board will be doing. However, I am forwarding the following which describes all that they do.

Now my recommendations:

I would sign a six month contract which is \$395 monthly. You can see under "Base Charge" all that that entails, including creating a new website for you. Zak had said in another email that your website was missing some key components. I asked him what those were and he said that "the main thing is the lack of full page formatting below the hero image at the top and the lack of call to actions through the inner pages. As soon as you scroll down you lose the header and you lose the ability to take action.." The new website is included in the "Base Charge."

You can either start with the "Base Charge" and then add some dollars for Facebook, YouTube, etc. advertising. They suggested \$1500 a month. I told them that was probably not doable. Zak had two suggestions as he totally understands tight dollars. One was just adding some dollars -- probably start with Facebook as that is better than LinkedIn for fundraising. Then as additional dollars are raised you can add YouTube and Twitter. His second suggestion was to start with the "Base Charge" and down the road add dollars for advertising.

Let me know what you think. If you want I can forward to your new person if you send me that contact info.

I will continue to work on what you said yesterday you want me to concentrate on. As far as the TV buy goes, I do need to know the date of the formal announcement so I can plan properly.

I hope yesterday was helpful. I did forward to Esther this morning the voter file for Taylor County Dems so she can see all the info that is available. I told her to call me with any questions.

Best regards,
Jan

[Quoted text hidden]

160644001
5516644001



Jan Crawford

Top 20 Precincts to Walk & Gwen Graham 2014 Call List

19 messages

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Sat, Jan 6, 2018 at 12:07 PM

Bob – Mike (NCEC) sent the attached list of the top 20 precincts for walking. I have a call into him as I have a few questions. However, in the meantime, I will start pulling the individual walk lists.

Also, a consultant friend of mine in Florida was talking to a fundraising friend who, I believe, did fundraising for Gwen Graham in 2014. He found the attached call list from then and forwarded it to me. He says that they are retired and they answer the phone. This looks like a great call list for you. There are 168 names with phone numbers on the list.

Jan

2 attachments

 first_tier walkable precincts 1-5-18.xlsx
23K

 Graham Retired Homemaker Donors.pdf
639K

Bob Rackleff
To: Mike Piel <mpiel@ncec.org>
Cc: Jan Crawford <jan@themediabuy.com>, Esther Moring

Sun, Jan 7, 2018 at 4:13 PM

Mike, this a good list. Since 17 of the 20 are in Leon, I know they're good for walking.

However, I want to walk in every one of the 19 counties. So can you please come up with 2 or 3 precincts in each of the small counties — and 4 or 5 in the medium counties — plus 10 or so in Bay County.

Feel free to call me at _____ to discuss.

Best,
Bob

Begin forwarded message:

From: Bob Rackleff
Subject: Re: Top 20 Precincts to Walk & Gwen Graham 2014 Call List
Date: January 7, 2018 at 4:05:01 PM EST
To: Jan Crawford <jan@themediabuy.com>

[Quoted text hidden]
[Quoted text hidden]

16044466166

<first_tier walkable precincts 1-5-18.xlsx><Graham Retired Homemaker Donors.pdf>

Mike Piel <mpiel@ncec.org>

Tue, Jan 9, 2018 at 5:31 PM

To: Bob Rackleff

Cc: Jan Crawford <jan@themediabuy.com>, Esther Moring

Hi Bob -

I will get you a new list tomorrow.

Best,

Michael

[Quoted text hidden]



Michael T. Piel

Development Director

National Committee for an Effective Congress (NCEC)

202-639-8300

Jan Crawford <jan@themediabuy.com>

Tue, Jan 9, 2018 at 6:18 PM

To: Mike Piel <mpiel@ncec.org>

Thanks Mike!

Our best to Brian.

Have a good evening.

Jan

[Quoted text hidden]

Mike Piel <mpiel@ncec.org>

Thu, Jan 11, 2018 at 12:55 PM

To: Bob Rackleff

Cc: Jan Crawford <jan@themediabuy.com>, Esther Moring

Hi Bob -

Here are the non-Leon precincts that you could justifiably walk. Please note that there are a few counties not represented, because there simply aren't any remotely attractive precincts. By walking the heavy Republican districts, you may actually increase the likelihood that they turnout for the Republican. Let me know if you have questions.

Best,

Mike

On Sun, Jan 7, 2018 at 4:13 PM, Bob Rackleff

[Quoted text hidden]

> wrote:

16064446107



NATIONAL COMMITTEE
for an EFFECTIVE CONGRESS
ESTABLISHED 1964

Michael T. Piel
Development Director
National Committee for an Effective Congress (NCEC)
202-639-8300

 Rackleff_best_precincts.xlsx
32K

Jan Crawford <jan@themediabuy.com>

Thu, Jan 11, 2018 at 1:02 PM

To: Mike Piel <mpiel@ncec.org>

Cc: , Esther Moring <esthermoring@gmail.com>

Thanks Mike! I will start pulling the walk lists.

Best to all,

Jan

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>

Thu, Jan 11, 2018 at 1:03 PM

To: Mike Piel <mpiel@ncec.org>

Cc: , Esther Moring <esthermoring@gmail.com>

Mike -- Meant to also say that you are correct that walking in some areas could bring out the Rs. Need to target carefully.

J

[Quoted text hidden]

Bob Rackleff

Fri, Jan 12, 2018 at 2:48 PM

To: Mike Piel <mpiel@ncec.org>

Cc: Jan Crawford <ian@themediabuy.com>, Esther Morino , Kim Armstrong

< , Cliff Thael <

Mike, I understand what you say about heavy Republican precincts, but I want to walk at least a few of them. The attached article about Dems in rural elections squares with my experience in county commission races, in which I often veered off the partisan path to talk with Republicans.

In my case, my only chance to win is to demonstrate that I showed up to listen to them -- something I'm convinced that rich-guy Dunn will not do -- and that I sought out non-Dem voters. I can talk all I want about listening to their concerns, but it won't be persuasive until I show up.

The fact is that Dems in FL2 are so far in the hole that we have to risk seeking out Republican voters; there just enough Dems. I used to include in my walks registered Republicans who didn't vote much in primaries, on the theory that they were less doctrinaire and therefore persuadable.

So, please come up with a list with at least one or two least-bad precincts in each county.

Best,

Bob

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>

Fri, Jan 12, 2018 at 3:56 PM

To: Bob Rackleff

Cc: Mike Piel <mpiel@ncec.org>, Esther Morino <e
>, Kim Armstrong
>, Cliff Thaeil

Bob – May I add my thoughts on adding the Rs at this point. I think you should concentrate on clinching the D vote at this time as you also need them to sign the petitions. The primary is not until August, so I think we have plenty of time to work on the Rs.

Just let me know if you want just the Ds or Ds & Rs on these initial walk lists.

Also, I have all the TV info and need to know when you are going to formally announce so I can lay out the TV buy properly. Remember, that if it is February the Olympics start on the 8th. Rather than one week, it should be a 10 day buy. A 10 day buy makes more of an impression than a one week buy. You can then afford to be off the air for awhile.

Just let me know.

Best,

Jan

[Quoted text hidden]

Cliff Thaeil

Fri, Jan 12, 2018 at 4:15 PM

To: Jan Crawford <jan@themediabuy.com>

Cc: Bob Rackleff, Mike Piel <mpiel@ncec.org>, Esther Moring
>, Kim Armstrong

Interesting dialogue! I agree with you Bob. It's worth the risk to walk to some "R" precincts especially in rural counties. There aren't enough "D's" to come out ahead. What about Independents? I didn't read any discussion from your DC consultants about targeting them.

Sent from my iPhone

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>

Fri, Jan 12, 2018 at 4:26 PM

To: c

Cc: Bob Rackleff, Mike Piel <mpiel@ncec.org>, Esther Moring
>, Kim Armstrong

Cliff – Nice to meet you. What is your role in the campaign?

All will be targeted, but Bob is trying to get several thousands of petitions signed before the deadline.

Call if you want to talk.

Have a great weekend!

Jan

Jan Crawford Communications

www.themediabuy.com

443-454-3420

[Quoted text hidden]

100474961100

Mike Piel <mpiel@ncec.org>
To: Jan Crawford <jan@themediabuy.com>
Cc: Bob Rackleff
Kim Armstrong

Fri, Jan 12, 2018 at 4:38 PM

Here is your updated list.

I think you should take a good look at a county like Calhoun, you have one solidly Democratic precinct, followed by the other with the next highest DPI, in the low 30s. At this level, this isn't very scientific.

Every county is now represented.

Please let us know if you have additional questions.

Good luck!

[Quoted text hidden]

 Rackleff_best_precincts.xlsx
44K

Jan Crawford <jan@themediabuy.com>
To: Mike Piel <mpiel@ncec.org>
Cc: Bob Rackleff
Kim Armstrong

Fri, Jan 12, 2018 at 4:40 PM

Thanks Mike!

Have a great one. Best to all at NCEC!

Jan

[Quoted text hidden]

Cliff Thael
To: Jan Crawford <jan@themediabuy.com>

Mon, Jan 15, 2018 at 4:04 PM

Jan,

Good point about the Petitions! That's a definite then to walk only to D's until the Petitions are in. Just a friend of Bob's no official role, Advice upon Request!

I served 4-terms county-wide as Commissioner at-Large in Leon County from 1994-2010, some of that time with Bob. I know this district pretty well as I also got elected President of the Florida Association of Counties (FAC), 2004-05.

Cheers,

Cliff Thael

Tallahassee, FL 32309

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Cliff Thael

Mon, Jan 15, 2018 at 4:15 PM

Thanks Cliff!

I think that is the way to go but haven't heard back from Bob on what he wants. Will probably create walk lists for Ds and those Rs that did not vote in the last two primaries.

Feel free to call me to discuss ideas. Always open to other ideas.

Good for you for your service. Did you know Kathy Chinoy?

Happy MLK Day!

Ciao!

Jan

[Quoted text hidden]

Cliff Thael
To: Jan Crawford <jan@themediabuy.com>

Mon, Jan 15, 2018 at 9:44 PM

Hi Jan,

Glad to hear from you. I don't recall Kathy Chinoy. Was she a county commissioner in those days?

Cliff

[Quoted text hidden]

Jan Crawford <ian@themediabuv.com>
To: Cliff Thael

Tue, Jan 16, 2018 at 6:19 AM

No she was elected to the State Legislature. I did her campaign and several others. Also, Bob Squier and I did Bob Graham and Buddy McKay's campaigns.

Have a great week!

Jan

[Quoted text hidden]

Cliff Thael
To: Jan Crawford <jan@themediabuy.com>

Tue, Jan 16, 2018 at 8:41 AM

Congratulations on the Graham and McKay Campaigns! Two great Florida Democrats!

[Quoted text hidden]

Jan Crawford <ian@themediabuv.com>
To: Cliff Thael

Tue, Jan 16, 2018 at 8:42 AM

You can say that again!

Best,

Jan

[Quoted text hidden]

1604446971



Jan Crawford

TV Avails & Rates

2 messages

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff
Cc: Esther Moring

Wed, Jan 10, 2018 at 2:35 PM

Bob -- Have all the rates for Tallahassee TV, just waiting on those for Panama City. Should have those by end of day tomorrow.

Spoke briefly with Kathleen Matthews yesterday but she was in the midst of the luncheon. Will speak with her about a future fundraising event in the DC area after the Maryland Democratic Party finishes moving.

Waiting for Mike's new list of precincts in each of the counties. Once I get those I will start pulling walk lists. If you have priorities, let me know.

Jan

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff
Cc: Esther Moring

Wed, Jan 10, 2018 at 3:17 PM

Bob -- Meant to add that when you give me an announcement date I can lay out the television buy. I would think you would like it to start the evening of your announcement day and run for a week.

Jan

[Quoted text hidden]

100444001
100444002



Jan Crawford

Walk Lists

Jan Crawford <jan@themediabuy.com>

Sun, Jan 14, 2018 at 12:01 PM

To: Bob Rackleff

Cc: Esther Moring

Bob – Since I haven't heard from you about your priorities of the walk lists I am going to pull the following:

All Dems and then those Rs who have not voted in the last two primaries.

I will see if I can do so in one list, if not there will be two walk lists for each pull.

If you want it differently, please let me know today.

I think the priority should be the Dems as you need several thousands of petitions to be on the ballot.

Also, Esther said you were going to have someone scan those that you do have and forward to me. I can check them against the voter file to see if they are actually registered.

Are any emails going out? I haven't received any since you said that you had hired someone (I think that is Kim) and you wanted me to concentrate on other things here in DC and the media.

Just so you know, I put together a press list and I think we should send out a release about the event. I will write if you will send me the particulars.

Best regards to you and Esther,

Jan

160347100-1-1-1



Jan Crawford

What I want you to do

3 messages

Bob Rackleff <

Sun, Jan 14, 2018 at 2:34 PM

To: Jan Crawford <

Jan, I apologize for being out of contact, but I've been considering some changes.

I will continue to send \$3,000 per month, mailing a check to you at the first of every month. Wiring money to you is burdensome and expensive.

I've hired a local social media practitioner who is already making a range of improvements. Among them, we are switching to NationBuilder, which offers broader services, including a better template for my web page, which we will upgrade from here. I will not need you for social media and related online communications.

Therefore, I want you to concentrate on these tasks:

1. Terminate our Constant Contact service.
2. Transfer my Aristotle account to me personally. I need a more direct hand on this to operate in the field, when I begin walking soon.
3. Raise money with your DC contacts; I need checks, not just leads.
4. Look for more opportunities for endorsements like NCEC.
5. Plan at least one wave of TV ads soon in the TLH and PC markets.

I want to continue to use your strengths, which center on your skillful TV buying services and your DC experience and presence. Please let me know your ideas about expanding this in the next 10 months.

Bob

Jan Crawford <

Sun, Jan 14, 2018 at 3:15 PM

To: Bob Rackleff

Bob — I know you are very busy and I know that you are making some changes.

Since you are going to continue mailing me checks I would appreciate them arriving no later than the 2nd of each month. It usually takes 3-4 days to get them from Tallahassee. It might be best to mail them on the last day of the current month. Thus, February's would be mailed on the 31st of January.

I know you hired someone to handle social media as you stated that in an earlier email. Just waiting for you to tell me when to terminate Constant Contact. I will try and do so tomorrow, but if they are not available I will do so on Tuesday.

You, Esther and I have the highest access to Aristotle. I will talk to Danielle and get you and Esther direct access.

Do you want me to pull the walk lists as I discussed in my earlier email today? Please let me know.

I will look for more leads for money and endorsements but groups such as NEA, Majority PAC, etc. will want to see dollars raised before they will contribute. That is why I sent you the Gwen Graham list of donors. They should be called.

19044466174

As I told you, I have the TV avails and rates. However, before I even layout a suggested plan, I need to know approximate dates as there are many specials that are happening this month and next month to take into consideration. Do you have a budget in mind? If not, once I know the approximate dates I will work up a plan and give you a budget.

I will think of ways to expand what we are doing over the next 10 months.

Last but not least, do you want to promote next Sunday's event? I am assuming that you want to raise a good amount of money to go to the television buy. I did some checking yesterday and only found it on the American Legion Hall's website under "Events," but as I told Esther, your name is misspelled. Just let me know if you want me to assist with this. PR is also part of my experience and expertise, having done so for the U.S. Senators I have worked for, the AFL-CIO as their Broadcast expert in the Public Relations Department and many other clients nationwide.

Best regards,
Jan

[Quoted text hidden]

Jan Crawford
To: Bob Rackleff

Sun, Jan 14, 2018 at 3:34 PM

Forgot to mention Traveling Press Secretary for the Frank Church for President campaign.

J

Jan

[Quoted text hidden]

1604460-125



Jan Crawford

Aristotle

Jan Crawford

Tue, Jan 23, 2018 at 1:45 PM

To: Bob Rackleff <bob.rackleff@gmail.com>

Cc: Esther Moring

Bob – I hope that Sunday's event was a big success! How was it? Did a lot of people show up?

Wanted to let you know that Aristotle contacted me about the September invoice which still has not been paid. I don't know their policy as to when they cut off access but if I were you I would pay September right away, followed by January. You should have received the February bill which is due on the 5th, I believe.

Also, to date I have pulled 143 walk lists. Still working on the remaining precincts from the list that Mike sent. Should be finished by the end of the week.

Have you thought of what questions you want to ask of each voter? My recommendations include:

- 1) Do you plan to vote this coming November?
- 2) What are your issues?
- 3) How do you think you will be impacted by the new tax law?
- 2) Would you put a sign in your yard?
- 3) Would you be willing to volunteer? How: Calling? Will you walk your neighborhood on my behalf?

That's a start. We can add the survey questions to each walk list after they are created.

When will the new website be up and running? I hope you are going to include an "Events" and "Press" or "News" tabs. That way you can let people know when you will be in a town or that you have been there. The press list is waiting to be used.

Thanks for sending the February check at the end of the month. I need to make sure the funds are available no later than the 4th of each month so I can pay my bills.

Best regards to you and Esther!

Jan

100-000000-100



Jan Crawford

Hard Copy Walk Lists

9 messages

Jan Crawford <jan@themediabuy.com>

Fri, Feb 2, 2018 at 10:49 AM

To: Bob Rackleff <

Cc: Esther Moring >

Bob -- I am attaching walk lists that you can print out for Leon County, Precinct 5105, Ds only. Let me know if these are helpful in your obtaining petitions. I know that is where you are currently focused. If they are helpful, I will do the same for the remainder of the top 20 D precincts as supplied by NCEC. Most are in Leon but one or two are in Bay.

Also, I heard back from Chris Matthews. Chris is not able to go anywhere near a political campaign. That even included his wife's campaign for Congress. Chris did say that he was passing my note on to Kathleen.

Since that is the case, I am going through your list of DC contacts to see who else might be a possibility. It has to be someone who is well-known in DC so they can be a draw for you.

I will have your media budget options for you next week.

Best regards to you and Esther,

Jan

5 attachments

 Routed_Walklist_Leon 5105 D WL 1.xlsx
19K

 Routed_Walklist_Leon D 5105 WL 2.xlsx
18K

 Routed_Walklist_Leon 5105 D WL 3.xlsx
19K

 Routed_Walklist_Leon 5105 D WL 4.xlsx
21K

 Routed_Walklist_Leon 5105 D WL 5.xlsx
16K

Bob Rackleff

Wed, Feb 7, 2018 at 11:38 AM

To: Jan Crawford <jan@themediabuy.com>

Any walk list ready to send me for Wakulla County?

My supporters there are eager to gather petition signatures to get me on ballot but need better targeting.

[Quoted text hidden]

[Quoted text hidden]

16044456177

<Routed_Walklist_Leon 5105 D WL 1.xlsx><Routed_Walklist_Leon D 5105 WL
2.xlsx><Routed_Walklist_Leon 5105 D WL 3.xlsx><Routed_Walklist_Leon 5105 D WL
4.xlsx><Routed_Walklist_Leon 5105 D WL 5.xlsx>

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Wed, Feb 7, 2018 at 11:39 AM

Do you want me to send them to you as hard copy?

Jan
[Quoted text hidden]

Bob Rackleff
To: Jan Crawford <jan@themediabuy.com>

Wed, Feb 7, 2018 at 11:40 AM

I need to print them out here and hand to supporters.
[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Wed, Feb 7, 2018 at 11:42 AM

I will pull them and send them to you. I have pulled 466 walk lists for all the targeted precincts given to us by Mike at NCEC.

Will have to you shortly.
Jan
[Quoted text hidden]

Bob Rackleff
To: Jan Crawford <jan@themediabuy.com>

Wed, Feb 7, 2018 at 11:44 AM

Thanks, I need ASAP.
[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Wed, Feb 7, 2018 at 11:46 AM

I have 32 for Wakulla. I will pull and send to you ASAP.

Jan
[Quoted text hidden]

Bob Rackleff
To: Jan Crawford <jan@themediabuy.com>

Wed, Feb 7, 2018 at 11:53 AM

Please rank them in order of most favorable to least.
[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Wed, Feb 7, 2018 at 12:04 PM

160644430178

Okay.

J

[Quoted text hidden]

1900444466179



Jan Crawford

Wakulla Walk Lists

Jan Crawford <jan@themediahub.com>

Wed, Feb 7, 2018 at 2:17 PM

To: Bob Rackleff

Bob – Attached are the walk lists for Wakulla Precinct 01 and 03. These are the top two. In a separate email I will send 08 and 11.

Just so you know their importance is 01, 03, 08 and 11.

Sorry for the delay, I had trouble with gmail.

Jan

10 attachments

 Routed_Walklist_Wakulla 01 D WL 1.xlsx
16K

 Routed_Walklist_Wakulla 01 D WL 2.xlsx
18K

 Routed_Walklist_Wakulla 01 D WL 3.xlsx
14K

 Routed_Walklist_Wakulla 03 D WL 4.csv
12K

 Routed_Walklist_Wakulla 01 D WL 5.xlsx
20K

 Routed_Walklist_Wakulla 01 D WL 6.xlsx
14K

 Routed_Walklist_Wakulla 03 D WL 1.xlsx
13K

 Routed_Walklist_Wakulla 03 WL 2.xlsx
13K

 Routed_Walklist_Wakulla 03 D WL 3.xlsx
18K

 Routed_Walklist_Wakulla 03 D WL 4.xlsx
16K

16884466188



Jan Crawford

WL 08 and 11

Jan Crawford <jan@themediabuv.com>

Wed, Feb 7, 2018 at 2:20 PM

To: Bob Rackleff

Bob -- Here are the remaining two precincts -- 08 and 11.

Jan

6 attachments

 Routed_Walklist_Wakulla 08 D WL 1.xlsx
17K

 Routed_Walklist_Wakulla 08 D WL 2.xlsx
13K

 Routed_Walklist_Wakulla 11 D WL 1.xlsx
13K

 Routed_Walklist_Wakulla 11 D WL 2.xlsx
15K

 Routed_Walklist_Wakulla 11 D WL 3.xlsx
13K

 Routed_Walklist_Wakulla 11 D WL 4.xlsx
20K

10047400-1001



Jan Crawford

Please get involved in this

4 messages

Bob Rackleff

Fri, Feb 9, 2018 at 10:10 AM

To: Jan Crawford

Cc: Esther Moring

Why haven't I heard about this from you? I just read this online today in the Post's Daily 202. Am I being considered at all? Please get involved in this and let me know what I need to do to get in this picture.

Bob

-- House Democrats are planning to target more than 100 GOP-held congressional districts in this year's midterms. NBC News's Alex Seitz-Wald reports: "The seven new targets push Democrats even deeper into Republican territory in South Carolina, Wisconsin and Texas. And they include the Ohio seat held by the man charged with defending the GOP's majority, Rep. Steve Stivers, chairman of the [NRCC]. ... Democrats are now fielding candidates in all but 12 of the 238 districts held by Republicans, ... including in places like Alabama, where Democrats are competing in every single district for the first time in years. The idea is to expand the map as much as possible and hope to ride the potential wave."

Jan Crawford <jan@themediabuy.com>

Fri, Feb 9, 2018 at 10:46 AM

To: Bob Rackleff <

Cc: Esther Moring <

Bob -- Just got the phone with James Stretch. . He said that FL 2 is currently not on the list but they are always looking to expand. They not only look at their internal polls, but also FEC reports and campaign structure.

He travels a lot, but we are going to get together.

Bob, fundraising is key. Are you sure you won't reconsider L.A. Harris?

Jan

10074766182

[Quoted text hidden]

Bob Rackleff <
To: Jan Crawford <jan@themediabuy.com>

Fri, Feb 9, 2018 at 11:03 AM

Where's the DC fundraiser for me?

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff <

Fri, Feb 9, 2018 at 11:12 AM

I am working on it. Trying to find someone who will host it for you. Have not heard back from Kathleen Matthews.

Will let you know as soon as I find someone.

Jan

[Quoted text hidden]

1001-0004440091



Jan Crawford

Democracy for America

Jan Crawford <jan@themediabuy.com>

Sat, Feb 10, 2018 at 11:38 AM

To: Bob Rackleff

Bob – Here is another group you should apply to for an endorsement. I have sent them your name and website.

Their website is www.democracyforamerica.com. Go to Candidates and scroll down. Click on the button Apply for an Endorsement.

The group was stated by Howard Dean and is located in Burlington, VT.

Let me know if you have any questions.

Best regards,

Jan

19044466184



Jan Crawford <

Jim Ford

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff <b

Wed, Feb 14, 2018 at 12:49 PM

Bob -- I have sent several requests to your DC contact list and am starting to hear from some of them. Some of the emails have bounced back and I am trying to find good ones for those, including Greg Farmer (who I also know), Stuart Eizenstat, John Podesta and Paris Glendening.

The one I received late last night was from Jim Ford. He is happy to contribute, but has been retired for several years and doesn't have a DC network any more. He is going to contribute on-line and he knows he will be invited to the event when it occurs.

I will keep reaching out to others until we find someone. I am telling them that I will do most of the work, just want them to host.

It's interesting that all of these people were on the Constant Contact list, yet, it appears that very few contributed. Jim's response shows it pays to ask on a one-on-one basis.

Happy Valentine's Day to you and Esther.

Jan

1603474661001



Jan Crawford

Bob Rackleff Fundraiser

9 messages

Jan Crawford <jan@themediabuy.com>

Fri, Feb 23, 2018 at 4:21 PM

To: Bennett Freeman

> Jennifer Fiore <j

> Jodie

Allen

RALehrman

> Rick Kessler

Cc: Bob Rackleff

> Esther Moring <

I want to thank all of you who have said you would co-host a DC event for Bob!

I think the committee is almost complete (some are out of the country and will get back to me next week). Everyone who has said yes are included on this email. The next step is for us to nail down a date in April, a site and a time.

I will send out some possible dates early next week. In the meantime, if anyone has a house, law firm, etc. that can handle a decent crowd and has good parking, please let me know. Jodie has kindly offered her condo which is good size and has good parking. If there are any dates that are NOT good for you, please let me know that as well.

Any thoughts or ideas that will make this a very successful fundraiser for Bob are most welcome! And do not hesitate to contact me at any time.

Have a great weekend!

Jan

Jan Crawford Communications

443-454-3420

www.themediabuy.com

Bennett Freeman 1.
To: Jan Crawford <jan@themediabuy.com>

Fri, Feb 23, 2018 at 5:40 PM

Jan,

I'm glad that you've lined up a few co-hosts!

I'm 100% certain to be in Washington on the week of April 2-6 and then 100% certain to be out of the country on the weeks of April 9-13 and 16-20. I'm then very likely (but not 100% definitely)-- back in town on the week of April 23-27 -24.

Thanks and looking forward

Sent from my BlackBerry 10 smartphone.

From: Jan Crawford

Sent: Friday, February 23, 2018 4:21 PM

To: Bennett Freeman; Jennifer Fiore; Jodie Allen; RALehrman; Rick Kessler

Cc: Bob Rackleff; Esther Moring

0001-010444000

Subject: Bob Rackleff Fundraiser

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>

Fri, Feb 23, 2018 at 5:45 PM

To: Bennett Freeman < >

Thanks Bennett! I want to work with your schedule.

Let's see what the others say.

Have a great weekend!

Jan

[Quoted text hidden]

Bennett Freeman < >
To: Jan Crawford <jan@themediabuy.com>

Fri, Feb 23, 2018 at 5:50 PM

Jan,

Thanks and hope it can work when I'm in town!

All the best, Bennett

Sent from my BlackBerry 10 smartphone.

From: Jan Crawford

Sent: Friday, February 23, 2018 5:45 PM

To: Bennett Freeman

Subject: Re: Bob Rackleff Fundraiser

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>

Fri, Feb 23, 2018 at 6:04 PM

To: Bennett Freeman < >

Bennett — I will make it work when you are in town!

Jan

[Quoted text hidden]

Bennett Freeman < >
To: Jan Crawford <jan@themediabuy.com>

Sat, Feb 24, 2018 at 3:57 PM

Jan,

Please try but Bob's schedule in the district comes first! Plus as much as I hope to be there, it's not the end of the world to co-host in absentia (as I did for a fundraiser for another friend running for Congress when I was in India).

Thanks, Bennett

Sent from my BlackBerry 10 smartphone.

16047490187

From: Jan Crawford
Sent: Friday, February 23, 2018 6:04 PM
[Quoted text hidden]
[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bennett Freeman <

Sat, Feb 24, 2018 at 4:25 PM

Got it! Thanks Bennett. I have asked Bob what days in April are not good for him. Waiting to hear back.

Best,

Jan
[Quoted text hidden]

Bennett Freeman <
To: Jan Crawford <jan@themediabuy.com>

Sat, Feb 24, 2018 at 4:28 PM

Cool, thanks!

Sent from my BlackBerry 10 smartphone:

From: Jan Crawford
Sent: Saturday, February 24, 2018 4:25 PM
To: Bennett Freeman
Subject: Re: Bob Rackleff Fundraiser

Got it! Thanks Bennett. I have asked Bob what days in April are not good for him. Waiting to hear back.

Best,

Jan

On Feb 24, 2018 3:57 PM, "Bennett Freeman" <
Jan,

wrote:

Please try but Bob's schedule in the district comes first! Plus as much as I hope to be there, it's not the end of the world to co-host in absentia (as I did for a fundraiser for another friend running for Congress from New Jersey when I was in India).

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bennett Freeman <

Sat, Feb 24, 2018 at 4:33 PM

You're welcome!

Jan
[Quoted text hidden]

16044466188



Jan Crawford

Tweet

3 messages

Jan Crawford <jan@themediabuy.com>

Wed, Feb 28, 2018 at 10:11 AM

To: Bob Rackleff <

Cc: Esther Moring <

Bob – Just saw your Tweet. You should do a press release on this or hold a press conference demanding Schubert step down.

Can I help?

Jan

Bob Rackleff <

Wed, Feb 28, 2018 at 11:13 AM

To: Jan Crawford <jan@themediabuy.com>

OK, but what are you doing to promote this?

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>

Wed, Feb 28, 2018 at 11:57 AM

To: Bob Rackleff

Cc: Esther Moring

Bcc: Keith Frederick <keith@frederickpolls.com>

Bob – I am doing what you asked me to do. However, I saw the tweet and thought it deserved more publicity. However, that is not what you said you wanted me to do.

Here is what the Ethics Committee has said:

Pursuant to Committee Rule 7(g), the Chairwoman and Ranking Member of the Committee on Ethics (Committee) determined to release the following statement:

In accordance with House Rule XI, clause 3, and Committee Rules 10(a)(2) and 18, the Committee unanimously voted on February 27, 2018, to establish an Investigative Subcommittee. Pursuant to the Committee's action, the Investigative Subcommittee shall have jurisdiction to determine whether Representative Patrick Meehan and/or his former Chief of Staff, Mr. Brian Schubert, who is currently employed by another House office, engaged in conduct that constitutes sexual harassment, retaliation, or misuse of official resources, in violation of House Rules, law, regulations, or other standards of conduct.

The Committee notes that the mere fact of establishing an Investigative Subcommittee does not itself indicate that any violation has occurred.

160444061001-0001-0001-0001

The Committee will announce the Members who will serve on the Investigative Subcommittee in the next week. No other public comment will be made on this matter except in accordance with Committee rules.

Bob, I think you need more information on this or all you do is say you hope that there is a "full and proper investigation is conducted." No press conference.

Just in case, I will create campaign letterhead, unless you have that and can forward to me.

I am also waiting to hear from you regarding what dates in April for the fundraiser are good or bad for you. I need to reach out to the co-hosts tomorrow to line up a date when all or the majority are available. They expect you to be in attendance. Then we settle on the time and site.

Best,

Jan

[Quoted text hidden]

10044100-100

See next
page

M Gmail

Jan Crawford

the NRA's perfect candidate

2 messages

Florida Senate Update <info@nelsonforsenate.com>

Mon, Mar 5, 2018 at 10:41 AM

Reply-To: info@nelsonforsenate.com

To: jan@themediabuy.com



Friends: Florida Gov. Rick Scott is the NRA's perfect candidate.

As governor, Rick Scott has refused to sign a single gun safety bill – even after the Pulse nightclub massacre two years ago. Scott has consistently opposed expanding background checks and bent over backward to ensure Florida has some of the weakest gun laws in the nation.

That's why the NRA has proudly given Scott an A-plus rating and poured more than \$20 MILLION into his campaigns. They've even raved publicly that he's "signed more pro-gun bills into law ... than any other governor in Florida history."

But here's the truth: If Scott wins in Florida, not only will the NRA have more power in Congress, but Democrats will have ZERO chance of taking back the Senate.

If we're going to win and protect Florida's Senate seat, we NEED to raise another \$8,500 by midnight – but right now we're falling short, friends.

We're counting on YOU: Please, give \$5 or more right now – every dollar you can spare before midnight – to help Dems take back the Senate and stop the NRA's hand-picked candidate from doing the gun lobby's bidding from Washington:

If you've saved payment information with ActBlue Express, your donation will go through immediately:

Donate \$5

1191664440091

Donate \$25

Donate \$50

Other Amount

This email was sent to jan@themediabuy.com.
To unsubscribe from this email list, please click here: [Unsubscribe](#)

Paid for by Bill Nelson for U.S. Senate

Contributions or gifts to Bill Nelson for U.S. Senate are not tax deductible.

**Bill Nelson for U.S. Senate
972 W Whitmire Drive
Melbourne FL 32935 United States**

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff
Cc: Esther Moring
Bcc: Keith Frederick <keith@frederickpolls.com>

Mon, Mar 5, 2018 at 1:55 PM

Bob — I get these fundraising emails from the Nelson campaign almost every day.

I saw your tweet about you and Esther at the Nelson event Friday night. Did you ask the Senator if he would share his contributor list with you?

Also, do you have a current email address for your old boss, Julian Castro? Would like to invite him to the April event and ask him to send out, on your behalf, a fundraising email to his list.

Thanks!

Jan
[Quoted text hidden]



Jan Crawford

Walklist updates

5 messages

Blake Waycaster <Blake.Waycaster@aristotle.com>

Mon, Mar 5 2018 at 6:41 PM

To: Esther Moring

>, Jan

Crawford <jan@themediabuy.com>

Esther,

To follow up on our call, I spoke with the product team who run Voter Manager, we do not have a way to edit those worksheets in the app. We do have a worksheet that comes in Voter Lists Online. You would have to cut all new lists using a different program but they may be more to your liking. I've attached one here, let me know if they look good and if so, I can show you how to generate them tomorrow in our training.

Blake

This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please notify the system manager. This message contains confidential information and is intended only for the individual named. If you are not the named addressee you should not disseminate, distribute or copy this email. Please notify the sender immediately by email if you have received this email by mistake and delete this email from your system. If you are not the intended recipient you are notified that disclosing, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited.

 Precinct WS Demo.pdf
849K

Jan Crawford <jan@themediabuy.com>

Mon, Mar 5, 2018 at 7:01 PM

To: Blake Waycaster <Blake.Waycaster@aristotle.com>

Thanks Blake! I was wondering how the call went.

I am not sure that they understand that all the voters in a household are listed individually, which is what I would want.

As Esther told me the last time we spoke, he is running it the same way he has done his local county commissioner race. I told her that this is a very different ball game.

Have a great evening!

Jan

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>

Mon, Mar 5, 2018 at 7:14 PM

To: Blake Waycaster <Blake.Waycaster@aristotle.com>

Meant to add, keep me posted.

Jan

[Quoted text hidden]

Esther Moring
To: Blake Waycaster <

Mon, Mar 5, 2018 at 9:54 PM
Jan Crawford

Got the list example. The full page print was 14 to a page and just large enough for reading glasses people to read. The ones Jan made were 32 to a page and larger print/font. We really prefer that style for petition teams.

The volunteers came tonight to pick up more walk sheets.

We are giving them Bobs preferred walk lists but its ok with me as long as they get done.

This is petition push time as we talked about.

We only have time to knock, get a petition signed and go to the next house.

There are no lost opportunities because there are no opportunities. Tick tock.

We are looking for support to have the lists, printable pages to pass out for volunteers in

The densest areas of Dems in Leon and Bay counties

Then densest areas of 1-200 voters we can send to All counties if not used for petitions, will be used for meet and greet door to door.

Thanks to Jan for the lists that work. Now we just need weather luck.

Blake, tomorrow at 4. Esther

From: Blake Waycaster [mailto:Blake.Waycaster@aristotle.com]

Sent: Monday, March 5, 2018 6:41 PM

To: Esther Moring; ; Jan Crawford

Subject: Walklist updates

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Esther Moring

Tue, Mar 6, 2018 at 7:21 AM

Esther --Thank you for saying "thank you."

Jan

[Quoted text hidden]



Jan Crawford

I'll be at fundraiser

Bob Rackleff

>

Thu, Mar 8, 2018 at 9:18 PM

To: Jan Crawford <jan@themediabuy.com>

Sorry for not being responsive, but I'm pleased with your organizing the event. So keep going!

I'll have some ideas to send your way tomorrow.

I plan to fly up on Thursday April 26 and leave Saturday. Maybe we could have some appointments with Dem and related groups.

Best, Bob

160444001
01016644001



Jan Crawford

Democratic Opponent

4 messages

Jan Crawford <jan@themediabuy.com>

Sun, Mar 11, 2018 at 1:05 PM

To: Bob Rackleff

Cc: Esther Moring >, Keith Frederick

Bob – Are you aware that you have a Democratic opponent who is raising money? His name is Brandon Peters and, it appears, that since the first of the year, he has raised just over \$35,000.

Just wanted to make sure you knew.

Jan

Jan Crawford Communications

443-454-3420

www.themediabuy.com

Bob Rackleff

Sun, Mar 11, 2018 at 7:13 PM

To: Jan Crawford <jan@themediabuy.com>

Cc: Esther Moring < >, Keith Frederick

I've know about Brandon Peters for several months, had two conversations with him, and am not impressed. He and I agree on issues, so he seems to be running to meet some inner need. I'll continue to focus on Dunn.

Bob

[Quoted text hidden]

Keith Frederick <keith@frederickpolls.com>

Mon, Mar 12, 2018 at 8:34 AM

To: Jan Crawford <jan@themediabuy.com>

not a good sign.

Begin forwarded message:

From: Bob Rackleff <

Subject: Re: Democratic Opponent

Date: March 11, 2018 at 7:13:41 PM EDT

To: Jan Crawford <jan@themediabuy.com>

Cc: Esther Moring >, Keith Frederick

[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>

Mon, Mar 12, 2018 at 9:01 AM

To: Keith Frederick <keith@frederickpolls.com>

I agree. Take a look at his FB page.

16044466168

Have put together a fundraiser for Bob in DC on April 26th from 5-7pm. Have 5 co-hosts and a site, but looking for a site in downtown DC, like a law firm.

He wants me to set up more meetings with Ds. Ain't gonna happen! They just look at his FEC reports and they will go elsewhere.

Will pull the voters from the VAN over the next few days. The VAN is so frustrating. Lisa and I were on the phone yesterday trying to work with it and she was just as frustrated.

Later,

Jan

[Quoted text hidden]

160444001
71016644197



Jan Crawford

Keith's Thoughts

1 message

Jan Crawford <jan@themediabuy.com>

Wed, Mar 14, 2018 at 4:40 PM

To: Bob Rackleff <

Cc: Esther Moring

Bob – I emailed Keith about other ideas based on the text you sent earlier.

Here is what he said:

"He should stick to a change Washington, special interest, rigged system message. DCCC polling brief today (confirmed what I've been saying). prescrip drug / hc costs linked to corp giving; tax cuts to corps / Ceo's who gave \$ pay to play culture. serving themselves in DC, not us.

Bob should pull R incum \$\$\$ givers; make connection."

I would add pay close attention to the other local issues that people talk about when you talk to them. This is what Lamb did.

I will pull Dunn's high donors, if you will make the connections. Just let me know.

Where do you stand on the petitions? You have until April 30th, correct?

Jan

10044460-100



Jan Crawford

Keep up the momentum

2 messages

Bob Rackleff <

Mon, Mar 26, 2018 at 2:23 PM

To: Jan Crawford <jan@themediabuy.com>

I like what I read about the DC fundraiser, so keep it going.

Bob

Jan Crawford <jan@themediabuy.com>

Mon, Mar 26, 2018 at 2:24 PM

To: Bob Rackleff

Thanks!

J

[Quoted text hidden]

16044466166



Jan Crawford

Confirm Disclosure Line

3 messages

Jan Crawford <jan@themediabuy.com>

Thu, Mar 29, 2018 at 11:12 AM

To: Bob Rackleff <

Cc: Esther Moring

Bob -- Please confirm the disclosure line on the invitation.

Once finalized, I will convert it to a jpg so it can be in the body of the emails and not as an attachment.

Thank you!

Jan



Hopefully Final BR Invite V. 3 3-29-18.docx

15K

Bob Rackleff

Thu, Mar 29, 2018 at 11:26 AM

To: Jan Crawford <jan@themediabuy.com>

This is the correct disclaimer:

Political advertisement paid for and approved by Bob Rackleff for Congress District 2

[Quoted text hidden]

[Quoted text hidden]

<Hopefully Final BR Invite V. 3 3-29-18.docx>

Jan Crawford <jan@themediabuy.com>

Thu, Mar 29, 2018 at 11:29 AM

To: Bob Rackleff

Thanks!

J

[Quoted text hidden]



Jan Crawford

Fred's Invitation to a Bob Rackleff for Congress DC Fundraiser

Jan Crawford <jan@themediabuy.com>

Thu, Apr 5, 2018 at 2:15 PM

To: Jan Crawford

Cc: Bob Rackleff <

Fred Hoch wants to see the House turn Blue! That is why he was kind enough to share his email list with the Bob Rackleff for Congress Campaign. Below is an invitation for our April 26th DC Fundraiser. We hope you can join us! If not, we hope you will still contribute by going to www.bobrackleffforcongress.com and click on the "Take Action" button. Thank you!

Join Jodie Allen, Jennifer Fiore, Bennett Freeman,

Rick Kessler & Bob Lehrman

at a

Fundraiser for Bob Rackleff

Democratic Candidate for Florida's 2nd Congressional District

On April 26th from 6-8PM

at

The Colonnade

2801 New Mexico Avenue, N.W., Apt. PH-7

Valet Parking

Gold Supporter \$500

Blue Supporter \$250

RSVP: jan@themediabuy.com

Political Advertisement paid for and approved by Bob Rackleff for Congress, District 2

16044466201



Jan Crawford

Invites to DC Fundraiser

3 messages

Jan Crawford <jan@themediabuy.com>

Sun, Apr 8, 2018 at 12:57 PM

To: Bob Rackleff

Cc: Esther Moring <

Bob -- I have the Constant Contact list. Do you have any problem with me emailing them the invite to the DC fundraiser? Many are not in the DC area but perhaps they may go to your website, as I am asking them to do, to contribute, if they cannot attend.

J

Bob Rackleff

Sun, Apr 8, 2018 at 3:07 PM

To: Jan Crawford <jan@themediabuy.com>

OK to use the list. But better to direct them to the ActBlue account (<https://secure.actblue.com/donate/bobrackleffforcongress>), which requires only one click and not two.

On Apr 8, 2018, at 12:57 PM, Jan Crawford <jan@themediabuy.com> wrote:

Bob -- I have the Constant Contact list. Do you have any problem with me emailing them the invite to the DC fundraiser? Many are not in the DC area but perhaps they may go to your website, as I am asking them to do, to contribute, if they cannot attend.

J

Jan Crawford <jan@themediabuy.com>

Sun, Apr 8, 2018 at 3:12 PM

To: Bob Rackleff

Thank you.

Jan

[Quoted text hidden]

1002440002



Jan Crawford

Aristotle & TV Buy

2 messages

Jan Crawford <jan@themediabuy.com>

Thu, Apr 12, 2018 at 11:44 AM

To: Bob Rackleff < >

Cc: Esther Moring < >

Bob – Aristotle has told me that the January and February invoices are still outstanding. They need to be paid immediately.

Also, which TV market do you wish to buy – Tallahassee or Panama City? I would suggest Panama City as they don't know you as well as the voters in Tallahassee.

Do you have a date on which you would like to start? That is necessary for me to do a plan for a net of \$15,000. That gives you a Gross of \$17,647.

Just let me know what you want to do.

Jan

Bob Rackleff < >

Thu, Apr 12, 2018 at 5:32 PM

To: Jan Crawford <jan@themediabuy.com>

Hold off on plans to run ads until after the DC fundraiser. How's that going?

Bob

[Quoted text hidden]



Jan Crawford

Fundraiser

Jan Crawford <jan@themediabuy.com>

Fri, Apr 13, 2018 at 9:50 AM

To: Bob Rackleff <

Cc: Esther Moring

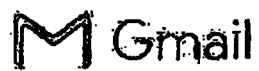
Bob -- Everyone is in the process of sending out the invite to their respective networks. Will keep you posted.

I am waiting to get David Brook's list of the DC people he is contacting and then I will invite others from his list. That is the plan he and I came up with.

I will hold off on the media buy.

Jan

10004400001



Jan Crawford <

Aristotle

Jan Crawford

Fri, Apr 20, 2018 at 6:41 PM

To: Bob Rackleff

Cc: Andrew Tavani

Bob – You are very delinquent in your payments to Aristotle. Please take care of immediately.

Jan

16066444001



6 messages

Thu, Apr 26, 2018 at 6:14 AM

Cc: Esther Moring

Jan

Thu, Apr 26, 2018 at 10:51 AM

To: Jan Crawford <jan@themediabuy.com>

Would like to visit NCEC for update.

Sent from my iPhone

[Quoted text hidden]

Thu, Apr 26, 2018 at 10:55 AM

Jan Crawford <jan@themediabuy.com>

To: Bob Rackleff <

I have a call into Mike. He was on the phone should hear back shortly.

Jan

[Quoted text hidden]

Thu, Apr 26, 2018 at 11:57 AM

Jan Crawford <jan@themediabuy.com>

To: Bob Rackleff <

Bob – Mike is checking their schedule and will email me this afternoon. So, I believe the meeting would be tomorrow. He knows you have a 10AM on the Hill so it would be easy to go to their offices after that. I will let you know as soon as I hear from him.

See you later today.

Jan

[Quoted text hidden]

Thu, Apr 26, 2018 at 1:49 PM

To: Jan Crawford <jan@themediabuy.com>

Having lunch tomorrow at 11:30 near Union Station with son Robby.

Sent from my iPhone

[Quoted text hidden]

Thu, Apr 26, 2018 at 1:54 PM

Jan Crawford <jan@themediabuy.com>

To: Bob Rackleff

OK. As soon as I hear from Mike and anyone else I will make sure that at least an hour is set aside for that.

See you later!

Jan

[Quoted text hidden]

1060444007



Jan Crawford <

>

For Consideration

3 messages

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Tue, May 1, 2018 at 9:11 AM

Bob — I understand that fundraising has been difficult these past several months. Also, you were concentrating on gathering petitions to be put on the ballot. And while I do appreciate your paying me \$3,000 per month, I am hoping that you could see increasing that by another \$500 to a total of \$3,500, starting this month. While this is still not the \$5,000 a month we agreed to, it is enough to make it possible for me to pay my bills on time and buy food. I made commitments based on our agreement and am trying to honor those commitments.

Today, I am rewriting last year's campaign plan from May 11, 2017 which I should have for you sometime tomorrow. It is really the Time Line that needs work.

And, now that you are on the ballot your top priority should be fundraising. I will be talking to Sarah, possibly Rick and hopefully others next week to see what can be done for the next FEC Report.

Sincerely,
Jan

Bob Rackleff <
To: Jan Crawford <jan@themediabuy.com>

Tue, May 1, 2018 at 4:35 PM

Let me give this some thought.
[Quoted text hidden]

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Tue, May 1, 2018 at 4:49 PM

Thank you! I would be talking to Sarah this week but it is very bad for her. I will be emailing her tomorrow to set up our talk next week.

I do appreciate it.

I am working on the new campaign plan and the time table. Should have to you tomorrow

When is Esther leaving? I know you will miss her.

Bob, you have to tell me more what you are doing, so I can really help you. Please don't shut me out.

I want you to win!

Jan
[Quoted text hidden]

16047460208



Jan Crawford <j

Campaign Plan Update

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff <

Wed, May 2, 2018 at 6:03 PM

Bob – Attached are both the original campaign plan 5/11/17 and the update as of today. I have also given much thought of how we move forward. Here are my thoughts so far – always evolving.

I know you are against hiring a fundraiser. I also know that you hate asking for money. A little secret – every candidate does. However, let me say, you are your best advocate! If you would consider committing to a few hours three days a week to make calls to Ds in the District and to lists such as those shared by David Brooks, Fred and Gwen Graham Homemaker Donors, you most probably will not have to hire a fundraiser.

Besides opening a campaign HQs (Does Vic still have one for you?) I see the top 3 priorities being:

- 1) Fundraising
- 2) Hiring a Campaign Manager
- 3) Consistent Press Outreach, including emails, tweets and eventually a TV and cable buy for 10 days to 2 weeks.

I believe that with the right campaign manager, he/she and I can handle much of what needs to be done, along with volunteers for the near future. With Esther gone for the month, you should have a volunteer who drives you, keeps track of who you have met; their contact info (for "nice meeting you notes") and issues.

You should have a point person in each county whom you can depend on who will reach out to voters in their respective county and arrange Meet & Greets, etc. and report back to the campaign manager for follow up. I can be a backup.

It is easy to have a shared calendar so we can see what has been scheduled and when things can be scheduled.

As I stated in the Campaign Plan Update, the website needs updating with new tabs for Press/News, Events and Endorsement.

I don't know if anyone is handling your email list updating stands on issues and asking for money, as I haven't received anything. If you want, I can take that over again. Or perhaps, you have one of your FSU volunteers handling all of that for you. Respond to important press release, tweets or other comments made by Dunn and other important issues that arise in the District.

Bob, this could go on and on but I would rather have your thoughts on what I have written so far. I think the above is what needs to be done Now.

I know you will miss Esther and she is also a great advocate for you. Perhaps, when she returns she can call Democratic women. Perhaps, we should start setting up Women for Rackleff!

See, more and more ideas keep popping up in my mind. So I need to stop writing and just send this for your comments.

Best regards,
Jan

100074769200

P.S. Since David Brooks never got back to me about the event, I am going to draft an request for contribution email for your approval to his list (which he told me we could use). Will have to you tomorrow or Friday.

2 attachments



May 5 2017 Campaign Plan for Editing 4-30-18.docx

68K



BR 2018 Campaign Plan 5-2-2018.docx

44K

10074460010

2018 Election Campaign Plan for Bob Rackleff

Florida 2nd Congressional District

The District Today

The new 2nd Congressional District leans heavily Republican in federal and state elections. Its area is about the size of New Jersey and, outside of Panama City and Tallahassee, is predominantly rural and below average income. [ckl Registered Republicans outnumber Democrats 197,000 to 181,000, while 78,000 registered as something else — but they are generous in voting for Republican candidates. [ckl

The incumbent, Neal Dunn was elected in 2016 with 67 percent of the vote against Democratic candidate Walter Dartsland. Donald Trump won about the same percentage of voters in that district. [ckl Dunn had never run before but was active in the Florida Medical Association, was a frequent campaign contributor, and was a gubernatorial appointee to the board of Enterprise Florida, a mostly state-funded economic development agency.

Dunn is a multimillionaire medical industry executive. After nine years as an Army physician, he moved to Panama City and began a urology practice about 25 years ago. Later he organized a group practice, Advanced Urology Institute, of over 100 urologists. Serving the Panhandle and virtually all of the Congressional District, it dominates the market. He is involved in several medical side businesses and is board chairman of Summit Bank.

Dunn campaigned as a conservative Republican who opposed federal regulations and supported repeal and replacement of the ACA and other usual Republican positions. He first had to overcome a primary opponent, Mary Thomas, who campaigned as a Tea Party champion and came within two percentage points (39 percent v. 41 percent) of defeating him in the Republican primary.

The 2018 Congressional election nationally shows early signs of becoming a Democratic wave election that can greatly benefit a seasoned, aggressive Democrat who runs against Dunn. This is the result of widespread opposition to RyanCare health care proposals, the need for expanded job opportunities for working families, tax proposals benefitting primarily the very rich, sabotage of environmental and climate change progress, and many other Trump/Ryan initiatives.

Turnout for mass rallies locally and around the nation against Trump and Congressional policies have been remarkable. These have stimulated rising interest in fielding Democratic candidates for U.S. House and other races. Democratic-leaning national organizations are attracting record support and funding from the grass roots.

The Opportunity

As a first-term, first-time candidate, Dunn is vulnerable on that basis alone, especially now that he has a voting record to defend. His vote on May 4 to help pass the very unpopular RyanCare

1004746001

health bill is an indelible black mark, especially given its tax giveaways that directly benefit him financially.

Also, his lack of experience has shown by his reluctance to hold town hall meetings, and, for example, in his clumsy response to hostile activists in February 2017, when he bolted from his office to avoid the crowd and ran a red light as he sped away in his SUV (which was captured on camera). (Use in ad, if possible).

Further, the close results in his 2016 primary race could be a sign of weak support from hard-right Republican voters and a sign that he could face Tea Party opposition the 2018 Republican primary.

Dunn's wealth, in the range of \$xx to xx [more analysis of his financial disclosure report], comes from health care programs like Medicare and puts him in or near the top one percent of U.S. incomes — a vulnerability given his opposition toward the ACA and his support of RyanCare proposals that would take affordable coverage from 63,000 residents of CD-2, as estimated by the Congressional Budget Office.

His group practice of over 100 urologists — Advanced Urological Institute, for which he is President and Chief Medical Officer — has a near monopoly in the market for urological services in District 2. This unchallenged market power suppresses competition and maximizes incomes for him and others in his group practice — and betrays his stated faith in transparency, patient choice and competition, once the ACA is repealed.

Moreover, the repeal of ACA taxes would be a personal financial windfall for Dunn. He would benefit personally from repeal of the tax on medical devices and surtax on highest income bracket that have financed the expansion of health insurance to the nearly 30 million Americans who had none before 2010.

Moreover, given the importance of job creation in CD-2, how many jobs did Dunn create in the district while on the board of Enterprise Florida, a much-criticized boondoggle?

The Message

Dunn has shown that he puts his personal financial interests before our public interest in this district. While he has grown wealthy by gaming taxpayer-financed health care programs like Medicare to maximize his profits, his support of RyanCare would consign his constituents to a frayed safety net and health miseries. His lobbying for self-interested policies before the Florida legislature has helped degrade needed care for working families of this district. [needs accurate research]

A close examination of his numerous business enterprises *could* show illegal acts, unethical dealings, cowardice about facing constituents, gaming the reimbursement codes, monopolizing urology services in the region to drive up charges, failure to be a responsible board member of both Summit Bank and Enterprise Florida, and a luxurious lifestyle [house at 340 Bunkers

Cove Rd, market value \$1.02 million — waterfront exposed to rising sea levels, needs accurate research]

What happened to the Hippocratic Oath he took upon graduation in 1979 from George Washington University Medical School?

In contrast, Bob's father was the only doctor in Depression-era Clayton, Ill., and treated everyone in need, whether they could pay or not. He had been a Pharmacist's Mate in World War I and graduated from Chicago Medical School in 1927. Our house in Clayton had no indoor plumbing, a wood stove for cooking, and only partial electricity; the family had only one car.

After 15 years serving his community, he was drafted in 1942 as a U.S. Army doctor and served in field hospitals in England during World War II. He remained in the Army after the war and, after retiring in 1958, became a Veterans Administration doctor in Winston-Salem, NC.

Bob learned what health care should be from his father's example — available to anyone, regardless of income — not just for get-rich-quick gaming the taxpayer-financed system for maximum profits. He took his Hippocratic Oath seriously.

Because of Bob's experience in government at all levels and corporate service, he has a unique understanding of economic development, job creation, and competing in the global economy — as well as what policies can provide the maximum return for working families. His solid record of accomplishments as Leon County Commissioner demonstrates his realism, dedication to the public interest, job growth, ethical conduct, commitment to justice and fair-play, and fiscal discipline. He is a populist in the true sense of the term.

Bob also is a patriot who served our country as an enlisted sailor and naval intelligence officer for over 22 years, including direct support of the Director of Naval Intelligence. He's been active in Habitat for Humanity, Parents Anonymous, Pipeline Safety Trust, and Temple Israel of Tallahassee, and is a member of the American Legion, Veterans of Foreign Wars and Jewish War Veterans [expand]

(Adhere to core messages consistently, limiting communications to most resonant ideas. Discipline the message.)

The Money

A campaign budget of at least \$1.5 to \$2 million will be needed, far more than the potential from Bob's already-developed base of local contributors from past campaigns.

To raise that amount requires effective online and personal outreach with appeals to widely shared concerns and anger of outraged Democrats across the country. It will also require targeting economic, labor and professional interest groups. Demonstrating fundraising success is critical to merit participation by the DCCC and other party funders.

100444602-13

Here is an outline of potential contributors:

- Local contributors, from past campaign, including
 - Individuals
 - Businesses, such as Ghazvinis
 - PBA, AFSCME and other labor unions, and
 - Environmental, human rights organizations.
- Statewide contributors with interests in turning Congress, including
 - League of Conservation Voters, Sierra Club, Audubon
 - Equality Florida
 - Florida individuals reached by social media
 - Trial lawyers.
- National contributors with interests in turning Congress, including
 - Dick Munro, Michael Bloomberg and allied business executives
 - Individuals from NACo, DC work, pipelines
 - Washington lobbyists, such as Jim D., Allen Boyd, Sarah Vilms, Al From, Stu Eizenstat
 - DC-based environmental groups, starting with staff I already know
 - New York-based individuals and groups they can steer me to.
- Democratic Party funders

The Budget

Major budget categories will be:

- Campaign headquarters in Tallahassee, with potential satellite offices in Panama City, Perry and Chiefland.
- Paid staff that includes campaign manager, office manager/treasury, researcher/tracker, communications director/press secretary, digital specialist, driver, and volunteer coordinator (at full buildout).
- TV ad production and paid time, possibly also radio ad, particularly in rural areas.
- Campaign website, blogs, Twitter, Instagram, etc., including cybersecurity.
- Direct mail for fundraising and targeting voters.
- Consultants for polling, Keith Frederick, ad buys, Jan Crawford, both on board
- Printing of yard signs, palm cards, T-shirts, bumper stickers, stationery.
- Create and maintain online database.
- Candidate travel.

The Candidate

Bob has a strong record of protecting the public interest, even when it involved political risks. His decisions on the Leon County Commission demonstrate this consistent commitment. For example:

The Campaign Tasks and Timetable

Completed as of 5-1-2018 (listed in order of 5-11-17 plan)

- Researched federal campaign finance laws to organize fundraising and reporting procedures.
- Treasurer appointed, and campaign account opened, fundraising begun.
- Internet domain bought.
- Website done (who is Keith?) but needs updating, delete Petition request from "Take Action" and add the following tabs:
 - Press/News
 - Events
 - Endorsements
- Social Media accounts set up on outreach platforms: Facebook and Twitter. **Unsure of YouTube and Instagram.**
- Some research on Dunn completed, but more needs to be done on:
 - Personal financial documents and court records
 - Campaign contributions,
 - Group practice and medical businesses performance
 - Summit Bank performance
 - Enterprise Florida
 - FMA positions Dunn lobbied for.
- FDP's Blue Gala attended
- Contracted with Aristotle for voter file for voter results, demographic groups, geography to being voter targeting
- Moved back to Tallahassee, July 2017
- Candidacy announced
- On August 2018 Primary Ballot
- DC Fundraiser held 4-26-18

Started, But Much Needs to be Done/Unsure/Not Started

The following are per the original plan that have been started, but much needs to be done/ I (Jan) am unclear of the status/ and have not been started. I will state that not all of these will be done. There is just not the time, nor the staff to do so. See email.

- Top priority is FUNDRAISING
 - Consideration of forming PAC
 - Acquire lists
- Social Media needs frequent updating
- Opposition research on Bob Rackleff
- Create specific solutions for creating jobs
- ?? Fundraising from prior local contributors begun
- ?? Outreach to Leon County supporters

- Created [# tkl jobs by accelerating public works programs during recession.
- Insisted on fiscal discipline that ensured fifth lowest per capita county spending among all 67 Florida counties.
- Housing aid and tax relief for military deployed in war zones.
- Enacted low-income senior extra homestead exemption.
- Expanded number of county branch libraries from two to six.
- Enacted stronger human rights and sexual harassment protections.
- Opposed wasteful taxpayer subsidies for risky commercial projects that the private sector would not finance. (Any examples connecting Dunn?).
- Pursued legal actions against such wrongdoing as sexual harassment and embezzlement in county government, toughening policies to prevent future misdeeds.

He served in the U.S. Navy for 22 years, beginning as a Seaman Recruit in 1961 and retiring as a Lieutenant Commander intelligence officer in 1983. This included two years of sea duty as an enlisted sailor in the Caribbean and Mediterranean Seas, earning an Armed Forces Expeditionary Medal for service in the U.S. invasion of the Dominican Republic in 1965. As a Naval Intelligence Officer reservist, he held a Top-Secret clearance, served as Managing Editor of the Naval Intelligence Quarterly, and drafted annual Secret-level Posture Statement by Director of Naval Intelligence.

As a corporate executive and consultant for Fortune 100 companies for over 30 years, Bob learned firsthand about the global economic opportunities that can enable community job creation and competitive success. Self-employed and based in Tallahassee for 27 of those years, he learned firsthand about the challenges of running a small business.

As a public policy advisor and speechwriter, Bob worked for four Cabinet Secretaries, two subcabinet officials, U.S. Sen. Ed Muskie, and President Jimmy Carter and First Lady Rosalyn Carter. Until recently, he served U.S. Secretary of Energy Ernest Moniz and HUD Secretary Julian Castro.

Bob is the son of a physician, Melvin Rackleff, who practiced medicine in rural Illinois, the only doctor in town, during the Great Depression of the 1930s. His selfless commitment during those hard times to serving all patients, regardless of their ability to pay, inspired Bob to public service and also the conviction that everyone deserves affordable, quality health care. Dr. Rackleff had been a U.S. Navy Pharmacist's Mate in World War I and earned his M.D. degree at Chicago Medical School. Dr. Rackleff served as a U.S. Army physician in World War II and the Korean War, retiring in 1957, then serving in the Veterans Administration for the next 10 years. He died in 1994 at the age of 95. Bob's late mother was a former hospital dietitian. Bob moved to Tallahassee in 1952, attended Kate Sullivan Elementary School and graduated from Florida High in 1961. He earned a bachelor's and master's degrees in History at Florida State University, also pursuing doctoral studies. He is the father of three grown children educated in Leon County Schools — Holmes, Robert Jr., and Durward. He is married to Esther Moring, an emergency medical coordinator for Doctors Without Borders since 1994.

- 10047460617
- Started developing close ties to national funding organization, notable leaders, corporate executives, journalists, NDCO, Carter Center (and alums)
 - Some outreach to national funding sources such as progressive PACs, Jon Ossof (Jan emailed) and his supporters, health care association, labor unions
 - Obtain relevant and outreach files from Lawson, Peters, Graham, Boyd, Peterson and Grant
 - Develop stable of experts to provide background research on CD 2 communities, economic interests, demographic groups, etc. to help draft and target messages
 - Started planning and beginning candidate outreach to local officials and opinion leaders outside Leon County. Special emphasis on enlisting:
 - Black ministers and leaders
 - County commissioners and other local officials, sheriffs
 - Local newspapers, TV and radio station (Jan has list)
 - Meals-on-Wheels and public libraries' staff
 - Labor Union leaders (outreach made to Florida Education Association for endorsement), unsure of others
 - Started candidate visits to all county Democratic Executive Committees
 - Create network of Democratic and other volunteers throughout the District, with regular two-way communications, including interactive webcasts
 - 10-day to two-week wave of TV ads, with digital backup, introduction of Bob Rackleff for those outside Leon County and about Dunn's lack of concern, extremist ideology and personal financial gain in policies he votes for in Congress
 - Develop specific core messages to circulate to national audience to raise candidate's profile and stimulate fundraising
 - Compile lists of community events (fairs, parades, etc.) to attend in key locations; plan candidate appearances at most important ones, and begin to shop up, with local volunteers. Emphasize:
 - Meals-on-Wheels
 - American Legion and VFW halls
 - County courthouses
 - Local Democratic activists
 - Begin volunteer Meals-on-Wheels deliveries in key communities. Seek out food banks and volunteers on staff
 - Begin series of "Meet the Candidate" house parties
 - Continue candidate door-to-door campaign in targeted neighborhoods
 - Balance campaign message with 3:1 ratio of Dunn vs. Bob
 - Set up fundraisers in selected cities, New York, Boston, San Fran & Los Angeles

2018 Election Campaign Plan for Bob Rackleff Florida 2nd Congressional District

The District Today

The new 2nd Congressional District leans heavily Republican in federal and state elections. Its area is about the size of New Jersey and, outside of Panama City and Tallahassee, is predominantly rural and below average income. [ckl Registered Republicans outnumber Democrats 197,000 to 181,000, while 78,000 register as something else — but they are generous in voting for Republican candidates. [ckl

The incumbent, Neal Dunn was elected in 2016 with 67 percent of the vote against Democratic candidate Walter Dartland. Donald Trump won about the same percentage of voters in that district. [ckl Dunn had never run before but was active in the Florida Medical Association, was a frequent campaign contributor, and was a gubernatorial appointee to the board of Enterprise Florida, a mostly state-funded economic development agency.

Dunn is a multimillionaire medical industry executive. After nine years as an Army physician, he moved to Panama City and began a urology practice about 25 years ago. Later he organized a group practice, Advanced Urology Institute, of over 100 urologists. Serving the Panhandle and virtually all of the Congressional District, it dominates the market. He is involved in several medical side businesses and is board chairman of Summit Bank.

Dunn campaigned as a conservative Republican who opposed federal regulations and supported repeal and replacement of the ACA and other usual Republican positions. He first had to overcome a primary opponent, Mary Thomas, who campaigned as a Tea Party champion and came within two percentage points (39 percent v. 41 percent) of defeating him in the Republican primary.

The 2018 Congressional election nationally shows early signs of becoming a Democratic wave election that can greatly benefit a seasoned, aggressive Democrat who runs against Dunn. This is the result of widespread opposition to RyanCare health care proposals, the need for expanded job opportunities for working families, tax proposals benefitting primarily the very rich, sabotage of environmental and climate change progress, and many other Trump/Ryan initiatives.

Turnout for mass rallies locally and around the nation against Trump and Congressional policies have been remarkable. These have stimulated rising interest in fielding Democratic candidates for U.S. House and other races. Democratic-leaning national organizations are attracting record support and funding from the grass roots.

The Opportunity

As a first-term, first-time candidate, Dunn is vulnerable on that basis alone, especially now that he has a voting record to defend. His vote on May 4 to help pass the very unpopular RyanCare health bill is an indelible black mark, especially given its tax giveaways that directly benefit him financially.

Also, his lack of experience has shown by his reluctance to hold town hall meetings, and, for example, in his clumsy response to hostile activists in February 2017, when he bolted from his office to avoid the crowd and ran a red light as he sped away in his SUV (which was captured on camera). (Use in ad, if possible).

Further, the close results in his 2016 primary race could be a sign of weak support from hard-right Republican voters and a sign that he could face Tea Party opposition the 2018 Republican primary.

Dunn's wealth, in the range of \$xx to xx [more analysis of his financial disclosure report], comes from health care programs like Medicare and puts him in or near the top one percent of U.S. incomes — a vulnerability given his opposition toward the ACA and his support of RyanCare proposals that would take affordable coverage from 63,000 residents of CD-2, as estimated by the Congressional Budget Office.

His group practice of over 100 urologists — Advanced Urological Institute, for which he is President and Chief Medical Officer — has a near monopoly in the market for urological services in District 2. This unchallenged market power suppresses competition and maximizes incomes for him and others in his group practice — and betrays his stated faith in transparency, patient choice and competition, once the ACA is repealed.

Moreover, the repeal of ACA taxes would be a personal financial windfall for Dunn. He would benefit personally from repeal of the tax on medical devices and surtax on highest income bracket that have financed the expansion of health insurance to the nearly 30 million Americans who had none before 2010.

Moreover, given the importance of job creation in CD-2, how many jobs did Dunn create in the district while on the board of Enterprise Florida, a much-criticized boondoggle?

The Message

Dunn has shown that he puts his personal financial interests before our public interest in this district. While he has grown wealthy by gaming taxpayer-financed health care programs like Medicare to maximize his profits, his support of RyanCare would consign his constituents to a frayed safety net and health miseries. His lobbying for self-interested policies before the Florida legislature has helped degrade needed care for working families of this district. [needs accurate research]

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16044700220

A close examination of his numerous business enterprises *could* show illegal acts, unethical dealings, cowardice about facing constituents, gaming the reimbursement codes, monopolizing urology services in the region to drive up charges, failure to be a responsible board member of both Summit Bank and Enterprise Florida, and a luxurious lifestyle [house at 340 Bunkers Cove Rd, market value \$1.02 million — waterfront exposed to rising sea levels, needs accurate research]

What happened to the Hippocratic Oath he took upon graduation in 1979 from George Washington University Medical School?

In contrast, Bob's father was the only doctor in Depression-era Clayton, Ill., and treated everyone in need, whether they could pay or not. He had been a Pharmacist's Mate in World War I and graduated from Chicago Medical School in 1927. Our house in Clayton had no indoor plumbing, a wood stove for cooking, and only partial electricity; the family had only one car.

After 15 years serving his community, he was drafted in 1942 as a U.S. Army doctor and served in field hospitals in England during World War II. He remained in the Army after the war and, after retiring in 1958, became a Veterans Administration doctor in Winston-Salem, NC.

Bob learned what health care should be from his father's example — available to anyone, regardless of income — not just for get-rich-quick gaming the taxpayer-financed system for maximum profits. He took his Hippocratic Oath seriously.

Because of Bob's experience in government at all levels and corporate service, he has a unique understanding of economic development, job creation, and competing in the global economy — as well as what policies can provide the maximum return for working families. His solid record of accomplishments as Leon County Commissioner demonstrates his realism, dedication to the public interest, job growth, ethical conduct, commitment to justice and fair-play, and fiscal discipline. He is a populist in the true sense of the term.

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- Insisted on fiscal discipline that ensured fifth lowest per capita county spending among all 67 Florida counties.
- Housing aid and tax relief for military deployed in war zones.
- Enacted low-income senior extra homestead exemption.
- Expanded number of county branch libraries from two to six.
- Enacted stronger human rights and sexual harassment protections.
- Opposed wasteful taxpayer subsidies for risky commercial projects that the private sector would not finance. (Any examples connecting Dunn?).
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Bob moved to Tallahassee in 1952, attended Kate Sullivan Elementary School and graduated from Florida High in 1961. He earned a bachelor's and master's degrees in History at Florida State University, also pursuing doctoral studies. He is the father of three grown children educated in Leon County Schools — Holmes, Robert Jr., and Durward. He is married to Esther Moring, an emergency medical coordinator for Doctors Without Borders since 1994.

The Campaign Tasks and Timetable

2Q 2017

- Research federal campaign finance laws to organize fundraising and reporting procedures, consider forming PAC.
- Appoint campaign treasurer and open campaign account with Envision, then begin fundraising.
- Reserve Internet domain names and assemble tech equipment.
- With volunteer help (Keith?), establish campaign website with online contribution and strong security features.
- Open social media accounts as campaign outreach platforms: Facebook, Twitter, YouTube, Instagram.
- Create content for social media, with frequent updating.
- Conduct research on Dunn's history and statements about key issues, plus:
 - Personal financial documents and court records
 - Campaign contributions
 - Group practice and medical businesses performance
 - Summit Bank performance
 - Enterprise Florida
 - FMA positions he lobbied for.
- Conduct opposition research on self.
- Attend FDP's Blue Gala June 17 in Hollywood.

3Q2017 -Jul-Sep

- Appoint campaign manager and explore staff structure.
- Research voter results, demographic groups, geography, to begin voter targeting.
- Research economic characteristics and trends in CD-2, understand problems and develop solutions, emphasizing jobs.
- Design campaign website with features for fundraising, feedback, links to social media, damning information about Dunn, for launch on day of candidacy announcement.
- Initiate outreach platforms on Twitter, Facebook, Instagram and Facebook (and others as necessary), with debut on announcement day.
- Move to Tallahassee no later than July 22 (DCNF picnic).
- Finalize key aspects of campaign.
- Formally announce candidacy right after Labor Day.
- Begin fundraising from prior local contributors.

- **Candidate outreach to Leon County supporters.**
- **Develop close ties to national funding organizations, notable leaders, corporate executives, journalists, NDCO, Carter Center (and alums).**
- **Outreach to national funding sources such as progressive PACs, Jon Ossof supporters, health care associations, labor unions.**
- **De-brief and obtain relevant fundraising and outreach files from Lawson, Dartland, Peters, Graham, Boyd, Petersen and Grant.**
- **Develop stable of experts to provide background research on CD-2 communities, economic interests, demographic groups, etc. to help draft and target messages and outreach.**
- **Develop a resonant jobs strategy.**
- **Plan and begin candidate outreach to local officials and opinion leaders outside Leon County. Special emphasis on enlisting:**
 - **Black ministers and leaders.**
 - **County commissioners and other local officials, sheriff.**
 - **Local newspapers and radio stations.**
 - **Meals-on-Wheels and public libraries staffs.**
 - **Labor union leaders.**

4Q2017 Oct- Dec

- **Begin candidate visits to all county Democratic Executive Committees.**
- **Create network of Democratic and other volunteers throughout the District, with regular two-way communication, including interactive webcasts.**
- **Plan for and begin to attend services at major black churches.**
- **Launch 10 day to two-week wave of TV ads, with digital backup, about Dunn's lack of concern, extremist ideology and personal financial gain in policies he votes for in Congress.**
- **Begin to gather 4,712 petition signatures to qualify.**
- **Circulate core messages to national audience to raise candidate's profile and stimulate fundraising.**
- **Intensify fundraising during November and December holiday season.**
- **Begin candidate door-to-door campaigning in neighborhoods likeliest to support candidate, obtain petition signatures. Priority: Democrats, NPAs, Republican who didn't vote in party primaries.**
- **Compile lists of community events (fairs, parades, etc.) to attend in key locations; plan candidate appearances at most important ones, and begin to show up, with local volunteers. Emphasize:**
 - **Meals on Wheels**
 - **American Legion and VFW halls**
 - **County courthouses**
 - **Local Democratic activists.**
- **Begin volunteer Meals-on-Wheels deliveries in key communities. Seek out food banks and volunteer on staff.**

1Q 2018

- Begin series of "meet the candidate" house parties.
- Continue candidate door-to-door campaign in targeted neighborhoods.
- Balance campaign message with 3:1 ratio of Dunn v. Bob.
- Continue with online fundraising appeals.
- Set up and attend fundraisers in selected cities, beginning with DC, New York, Boston. (? SFO & LAX)

2Q 2018

TBD

3Q 2018

TBD

4Q 2018

TBD

Appendix A — Social Media Strategy (completed)

Appendix B — Broadcast/Print Media Strategy

Appendix C — Fundraising Strategy

[other detailed appendices as developed]

Appendix A
2018 Campaign
Online/Social Media Strategy

Priorities

Using the means of advanced social media, the campaign should leverage its communications efforts to serve these priorities:

- Soliciting contributions from individuals locally and throughout the nation.
- Facilitating one-time and recurring campaign contributions.
- Keeping accurate records of contributions for uses that included reporting to FEC and analysis for future outreach.
- Monitoring communications and reports by Dunn campaign and affiliated PACs.
- Aggressive communications and outreach to diverse audiences vital to successful election outcome.
- Recruit volunteers and coordinate their activities.
- Immediate, persuasive response to opposition attacks.
- Reinforce TV ad campaign.

Major Tasks

- Reserve Internet domain and social media names, including likely mischief names.
- Design website to integrate with fundraising.
- Assemble needed equipment (Keith)
- Establish strong cybersecurity protections, especially varied passwords.
- Open account with ActBlue (and maybe Swing Left) to receive online contributions.
- Enroll in key social media, including
 - Twitter - conversational, fast response.
 - Facebook - community-building, amplifies website, livestreaming
 - Instagram - needs steady stream (at least once a week), hard to link back
 - YouTube - good for posting ads, archived livestream
 - LinkedIn - drop ads, statements, already lots of contacts
- Train self in effective uses of key social media, with help of experts (Marissa can provide a useful field guide).
- Select target audiences, including likely contributors, opinion leaders, broadcast reporters, likely voters.
- Determine expenses for domains, fees, subscriptions, etc., and create budget.
- Look into buying lists- Ann Lewis and Blue State Digital are vendors.
- Recruit digital staff.

Messaging

- Assemble content, with emphasis on striking visuals, important media reports, authoritative research, compelling messages.
- Organize content to present only a few key resonant messages:
 - Neal Dunn has profited handsomely from taxpayer-funded health care programs. He has increased your health care costs that drive up your insurance premiums.
 - ✓ His vote for RyanCare to deprive 63,000 district residents of existing ACA health insurance shows his self-interested, callous cynicism.
 - His tenure on the Enterprise Florida board demonstrated a careless, ineffective approach to economic development that neglects rural working families and perpetuates low-wage jobs.
 - Bob is the son of a real doctor, who provided care to everyone in his rural community, regardless of ability to pay, and showed Bob what decent health care is all about.
 - Bob's North Florida and professional background enable him to focus on realistic, high-value job creation that can benefit rural families.
 - Bob's record shows his commitment to ethical, effective government.

Timing

- **May-August 2017**
 - Organize and develop content for the most important social media sites.
 - Do beta testing to ensure functionality and security.
- **Sept 2017-November 2018**
 - Launch sites and disseminate to ever-expanding audiences.
 - Target local, state and national news media.
 - Expand and refine content as needed for new ideas and to counter opposition tactics.
 - Drive voter registration and turnout of targeted voters.
 - Other?



Jan Crawford

Emails

Jan Crawford <jan@themediabuv.com>

Mon, May 7, 2018 at 6:48 AM

To: Bob Rackleff

Bob -- First of all, good article in the Tallahassee Democrat!

Secondly, did I miss a response or two from you regarding emails I sent last week?

I really need to know if you are going to start paying me an additional \$500 per month starting this month. If not, I will have to figure something out. Bob, I think this is a very fair request since our agreement actually states \$5,000 per month.

Secondly, time is of the essence. We have less than 4 months before the primary and we need to raise money. You were going to edit the draft email I sent several days ago so I can send out to David Brook's list. I want to start sending it on Tuesday and there are hundreds of email addresses to be added and double-checked so dups do not go out. We might also consider a specific request, something like \$58.

Last, but not least, the recommendations based on the campaign plan. I would like to know your comments.

Sincerely,
Jan

Jan Crawford

Revised Draft

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Wed, May 9, 2018 at 8:41 AM

Bob – I don't know if things got lost in the mix, but I haven't heard from you regarding the email for David Brooks's list that I sent a week ago.

Below is my revised email and, since time is of the essence, if I don't hear from you with edits or comments by 8AM tomorrow morning (Thursday, 5/10), I will start sending it out. We need to raise money!

Jan

Dear Friend,

Our friend, David Brooks, was kind enough to share your email with me in hope that you will contribute to my campaign in Florida's 2nd Congressional District.

I am running against Neal Dunn, a first term Republican incumbent, who is a multi-millionaire doctor and medical executive. He turned his back on his Hippocratic oath by voting for RyanCare which would deprive 63,000 people in the District of quality health care.

He has a virtual monopoly on medical care for men, having over 100 urologists working for him and dominating the medical market. He is also involved in several medical side businesses and is board chairman of Summit Bank.

As a first term incumbent, he is most vulnerable since he now has a record to defend. He is afraid to hold town hall meetings with constituents and was caught on video leaving by the back door of one town hall, jumping into his car and running a red light.

Is this who should be representing the people of Northern Florida and the 2nd Congressional District?

Please take a look at my website, www.bobracklefforcongress.com. If you like what you see, please click on the "Take Action" button or go to <https://secure.actblue.com/donate/bobracklefforcongress> and contribute whatever you can.

Help me help Democrats take back Congress!

Thank you!

Bob Rackleff
Democratic Candidate for Congress
Florida's 2nd Congressional District



Jan Crawford

I am terminating your services as of today

Bob Rackleff

Mon, May 14, 2018 at 4:24 PM

To: Jan Crawford <ian@themediabuy.com>

Jan,

I've given this much thought in the last few weeks and come to the conclusion that I no longer need your services. Please end all work you are doing for my campaign today.

I am also terminating any further payments to Aristotle after spending \$7,876 for a service that is too complex to be useful to me. I will notify Aristotle myself. I'll be using instead the Florida Democratic Party VAN system which is simpler and provides local tech assistance.

To improve the effectiveness of my campaign, I have already hired locally a campaign manager/finance director, a media consultant, and a digital media company.

In the meantime, in addition to the \$28,000 I paid to date, I will send you one more \$3,000 check at the end of May to ease your transition to other employment.

Best wishes,

Bob

1604446620



Jan Crawford

Final Bill

Jan Crawford <jan@themediabuy.com>
To: Bob Rackleff

Fri, Jun 8, 2018 at 6:48 AM

Bob -- Please see attached:

Sincerely,

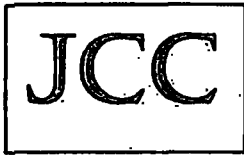
Jan Crawford

Jan Crawford Communications
443-454-3420
www.themediabuy.com



BR Final Bill .doc
34K

1606444091



June 8, 2018

Bob Rackleff
Bob Rackleff for Congress
502 D Hillcrest Street
Tallahassee, FL 32308

Dear Bob,

The following is my final bill for all the work performed on behalf of your campaign. Our agreement was that I was to be paid \$5,000 retainer per month beginning in September 2017 thru the November 2018 election. In September, you announced that you could only pay me \$3,000, that you were "embarrassed" and that you would "make it up to me." I pointed out to you that you gave me no notice and asked that you pay me the additional \$2,000 as I had made commitments, based upon said agreement. Thus, you acknowledged that \$5,000 was the agreed upon retainer.

On several occasions I asked about being paid per agreement and your answer was always, "I can only pay \$3,000 for the time being."

Thus, the following:

| <u>TIME PERIOD COVERED</u> | <u>MONTHLY AMOUNT SHORTED</u> | <u>TOTAL DUE</u> |
|----------------------------|-------------------------------|------------------|
| October 2017 – May 2018 | \$2,000 X 8 months | \$16,000 |
| TOTAL DUE | | \$16,000 |

The total due, \$16,000, is due within 10 days of the date of this bill.

It should be made out to Jan Crawford and mailed to the following address:

1502 Farsta Court
Reston, VA 20190

Bob, you have presented yourself as a man of your word, and I'm taking you at your word that you'll fully pay what you owe me.

Sincerely,

Jan Crawford
Jan Crawford Communications

1502 Farsta Court, Reston, VA 20190

Website: www.themediabuy.com E-mail: jan@themediabuy.com * (C) 443-454-3420

1604446622



Jan Crawford

Final Bill

Bob Rackleff <

Fri, Jun 8, 2018 at 9:24 AM

To: Jan Crawford <jan@themediabuy.com>

Please don't waste time on this. I was more than patient and generous, given your lack of performance.

Bob

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<BR Final Bill .doc>

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